

LIFE



EMILE ALLAIS
GREAT FRENCH SKIER

JANUARY 24, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

Beautiful Beginnings for Budget Meals...

The **TWICE-RICH*** Tomato Juice and EASY TEASERS

• Your simplest menu puts on party airs when you start off with a chilled glass of sun-ripe Libby's and some quick-trick appetizers. Libby's flavor has such a lavish garden goodness. Yet, this favorite brand is a famous "thrifty." For the Easy Teasers simply spike cubes of cheese and Libby's Stuffed Olives on toothpicks. Delicious!



For lunch—**LIBBY'S TOMATO JUICE** hot, and Vienna Sizzlers

• Fanfare for a cold-day luncheon is Libby's—*served hot!* Just heat—but don't boil—that glorious juice, because you want to protect Libby's precious tomato vitamins. For the appetizers, spread "fingers" of bread with Libby's Mustard; top with Libby's tantalizing little Vienna Sausages cut in halves. Toast under broiler heat and serve sizzling at once.



For company—have **DEVILED DELIGHTS** with the **TWICE-RICH*** Juice

• When "the boss" comes to dinner—serve the very best tasting tomato juice in the world in your very best glasses. Add Deviled Delights (In the palm of your hand pat out a little Libby's Deviled Ham; mold it around a stuffed olive, top with parsley sprigs and spike with a toothpick.) Here's a sure-success menu-starter. Just make certain it's Libby's you get . . . by far America's favorite brand of tomato juice!



TRY LIBBY'S CATCHUP AND CHILI SAUCE!
Made from the same fine quality tomatoes as Libby's **TWICE-RICH*** Tomato Juice!



***RICH IN VITAMINS**
***RICH IN FLAVOR**



Hear radio's greatest morning show! "**MY TRUE STORY**"—Mon. thru Fri., ABC stations

Look to **LIBBY'S** for perfection





She's giving him
"THE BUSINESS"
—AND HOW!

"YOU'RE not going out with him?" Babs demanded incredulously. After all, Harry was "something special."

"Are you kidding?" hissed Ann, covering the mouthpiece with her hand. "Of course I'm not going out with him!"

Even if it was Saturday night, the idea was unthinkable. Not that Harry wasn't attractive. Or that he wasn't well mannered. Or that he didn't take you to nice places, BUT . . . recently Harry had become something less than "special."

It just goes to show that all a man's good points can be cancelled by one bad one*. And poor Harry never even remotely suspected what that one was.

Are you Sure?

You never can be sure about your breath. It may be agreeable one day and quite the opposite the next.

And when it *is* off-color you're down on the black-list. Isn't it foolish to risk offending . . . isn't it folly to trust to makeshifts when Listerine Antiseptic offers an *extra-careful* precaution against

simple, non-systemic cases of halitosis* (unpleasant breath)?

Just give the mouth a quick, delightful rinse with Listerine Antiseptic, and, lo, your breath becomes fresher, sweeter, less likely to offend . . . *stays that way, too, not for seconds, not for minutes, but for hours usually.*

Before any date when you want to be at your best never, never omit Listerine Antiseptic, the *extra-careful* precaution against offending.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

Before any date **LISTERINE ANTISEPTIC** for oral hygiene

This One



CA4T-UYQ-9P60

Rustic architecture, an underwater entrance and very often an ingeniously constructed dam to provide a private swimming pool identify a **BEAVER** house.



When you see these unusual housing projects
THE "TRADE-MARKS" OF NATURE*
identify the residents

The **ORIOLE** solves his family housing problem with this hanging nest—a masterpiece of bird architecture.



PRAIRIE DOGS live in great "towns" often covering hundreds of square miles. A crater-shaped pyramid of soil at the entrance marks the underground home of a black-tailed prairie dog.



When you buy gasoline
THE "TRADE-MARK" "ETHYL"

identifies gasoline stepped up with "Ethyl" antiknock fluid



A hinged door marks the cozy, silk-lined home of the **TRAP-DOOR SPIDER**.

A shape like a Japanese lantern and walls of home-made paper distinguish the unique living quarters of the **PAPER HORNET**.



If you see a nest clinging to a chimney, you can be fairly sure it's the home, sweet home of a **CHIMNEY SWIFT**.



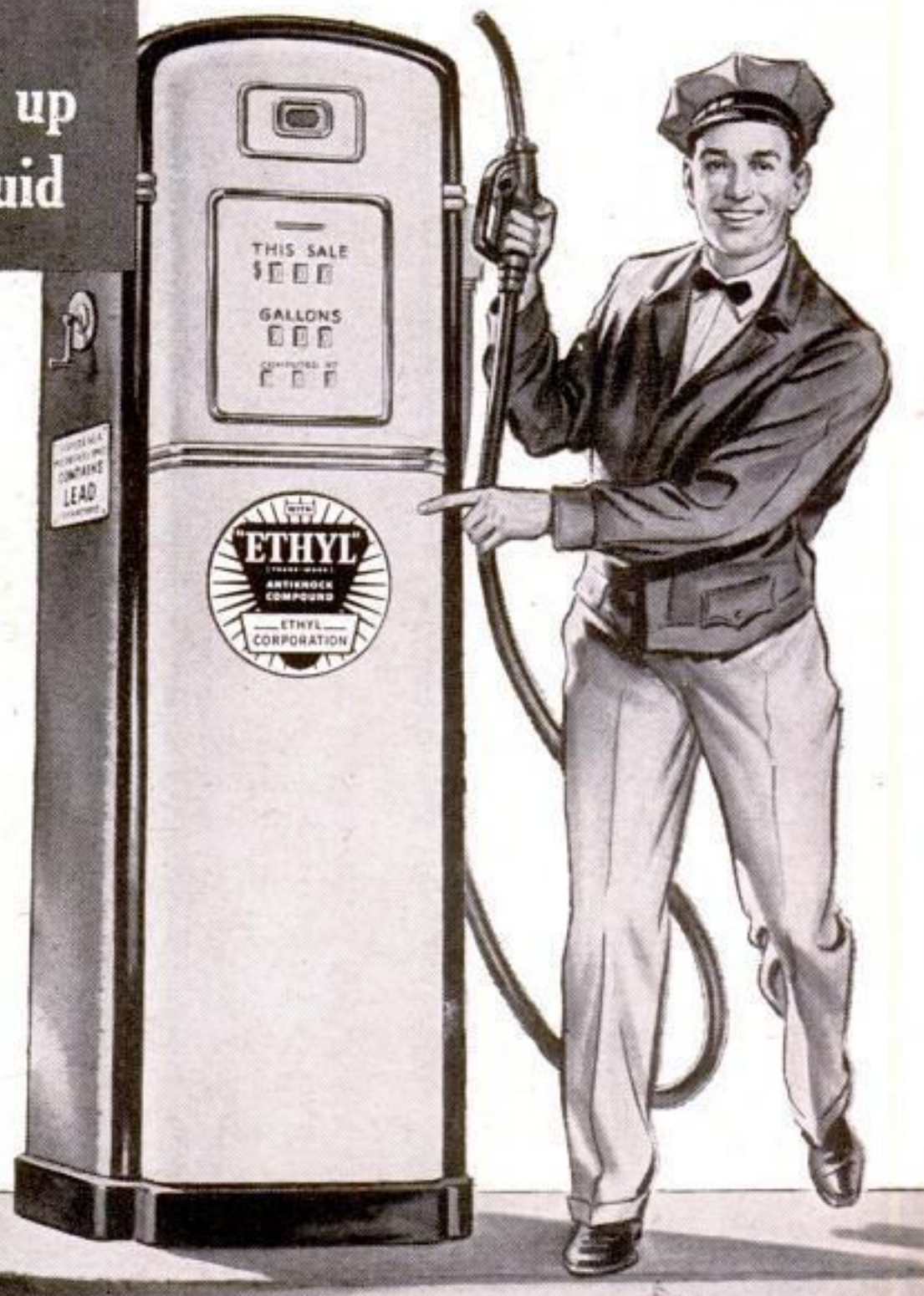
MAKE YOUR MOTOR SING . . .

thrill to a new high note in performance and power . . .

enjoy driving to the tune of an engine running at its best . . .

ask for "Ethyl" gasoline—high quality gasoline improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.

ETHYL CORPORATION,
Chrysler Bldg., New York 17, N. Y.





Expect the *most* of Pond's beauty Tissues—extra softness with unusual strength!

The tissues that understand your skin



TISSUES DESIGNED TO "WORK" WITH CREAMS—

Pond's beauty Tissues, made by the makers of the famous Pond's Creams, are specially processed to take up cleansing oils and soiled make-up *thoroughly*. Their firmer, softer, "crepe de chine" finish wipes *clean*—and *without tearing*. Leaves skin immaculate!

Pond's
beauty Tissues
made by
beauty experts

MAKERS OF
POND'S CREAMS

IDEAL AS HANKIES, OF COURSE—

Because they're smoother, firmer, more absorbent for cream removal, Pond's Tissues are ideal for colds. Gentler to chapped noses. "Vacuumized" to remove lint! Sanitary, disposable! And each Pond's Tissue stays neatly *in the box* 'til you whisk it out—snowy-white, *clean*!

DOZENS OF OTHER USES—Their strength and "blotting" quality make Pond's Tissues perfect for quick clean-ups from garage to nursery! And Pond's beauty Tissues *cost no more* than regular tissues. Get an "all-family" supply today!

The Duchess de Richelieu says:

"I've always appreciated the unusually nice quality of Pond's Tissues—it's wonderful to be able to get them everywhere again!"

Mrs. A. J. Drexel, III says:

"The texture of Pond's Tissues is perfect—soft and quick-absorbing—but *strong*!"



Peek into the Pullmans that pass in the night



That's a famous congressman enjoying the privacy of his own thoughts in the privacy of his comfortable Pullman room.



Concert star, bound for her next engagement. She'll be in "good voice" tomorrow because she'll sleep like a baby on that big, soft, clean Pullman bed.



Sales-manager on a trouble-shooting assignment... enjoying the relaxation and companionship of the Pullman lounge car.



The Johnson Family en route to their new home... enjoying a delicious railroad dining car meal on the way.



Newspaper correspondent turning travel time into working time. (It's easy—you just ask the Pullman porter for a table!)

The train's out of sight now. The people you've seen will arrive safe and refreshed on dependable railroad schedules... right in the heart of town... convenient to everything.

You can be part of this wonderful world on wheels next time you travel. Ask your ticket agent now about the complete choice of Pullman accommodations.

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY
TO GET THERE!



Shower and Window Curtains



Garden Hose



Yard Goods



Baby Pants



Food Bowl Covers
Food Bags



Rainwear



Belts, Suspenders



Luggage



Cushions



Blanket Bags,
Closet Accessories



Tablecloths



Play ponds



Bibs



Crib sheets



Baby pants

Koroseal makes it fun to be a baby

BECAUSE it's almost as soft and every bit as waterproof as a baby's own skin, Koroseal flexible material makes life simpler and happier for the diaper set (and their parents, as you'll see).

Koroseal is easy to clean: slosh it in warm soapy water or wipe off with a damp cloth. Wonderful for baby pants, bibs and crib sheets but also a handy asset in tablecloths, upholstery, aprons.

Koroseal flexible material is *permanently* waterproof, and that's important

in baby pants and play ponds—and also in shower curtains, raincoats, golf jackets.

And if you have a young toughie in the family, you'll be glad to know that a crib sheet of Koroseal is practically wearproof. That's what makes Koroseal so good, too, for luggage, flooring, upholstery.

If you put young hopeful out in the sun to bake, that's all right—Koroseal flexible material can stand sun and air—it doesn't get hard nor brittle, doesn't

shrink nor crack. Which is why it's used so successfully, too, as window sealing strips, garden hose, outdoor upholstery.

And finally, if your little darling starts chewing one of his Koroseal belongings, don't give it a thought. It's tougher than he is anyway.

Yes, Koroseal makes it a lot more fun to be a baby—and can add quite a bit to the fun of being grown up. At leading department stores—and baby pants and crib sheets are so popular they're also sold in drug stores. For

your protection, every genuine Koroseal article is so labeled. The B. F. Goodrich Company, Akron, Ohio.

Trade Mark—Reg. U. S. Pat. Off.

Koroseal
FLEXIBLE MATERIALS
BY

B.F. Goodrich



White side wall tires, optional at extra cost.

Beauty fore and aft plus the "Mid Ship" ride

Ford's out front in styling with the look of the year! Long graceful lines and its new low center of gravity give it that "Dream Car" silhouette.

You Ride "Mid Ship" . . . seats are placed between the wheels, not over the wheels. The center of gravity is lower to give you a new road-hugging ride.



New "Hydra-Coil" Front Springs and new "Para-Flex" Rear Springs soak up the bumps.

There's a **NEW Ford** in your future



100 H.P. V-8 . . . In both V-8 and SIX you get new, economical "Equa-Flo" Cooling, new "Deep Breath" manifold and a new lubrication system.



95 H.P. SIX . . . Ford's new six-cylinder power house is one of the two big "Equa-Poise" engines you can pick for your Ford. Gas savings up to 10%.



CHEERY AND ALERT AT 102 YEARS, BRITISH-BORN NATHANIEL VICKERS PERSONIFIES THE CAPRICIOUS VIGOR OF AN ACTIVE OLD AGE

SPEAKING OF PICTURES...

... EIGHT AMERICANS SHOW HOW TO ENJOY BEING OVER 100

The eight Americans on these pages are all 100 years old or more. They have outlasted the tables of the statisticians, confounded their doctors and outwitted the pension payers to enter a strange world—extreme old age—which fascinates and mystifies mankind. What is it like, this rickety antiquity, the world asks, and the happy ancients here—admittedly all reasonably healthy ones—answer (at length), "Fine." Many of the passions and ills of the flesh far behind them, they eagerly furnish contradictory prescriptions for longevity. Charles Bailey (*p. 8*) never touched a drop in his 100 years; 105-year-old Ed Van Duyne downs an ale every night.

The ranks of the centenarians are swelling with the rise in U.S. life expectancy. Boosted by everything from penicillin to social security, the life span of Americans has climbed from 50 years in 1900 to an average 67 in 1948

(*p. 78*). Though surprisingly little is known exactly—the census and life insurance companies are crippled by the sketchy birth records of the 19th Century—there are some 4,000 Americans who have passed the century mark today. By projecting percentages, one might predict that there should be 10,000 centenarians alive in 1980. They will be those whose bodies age most slowly. The heart and tissues of a man of 60 can suffer greater deterioration than those of an exceptional man of 100. Meanwhile few of the famous (who work too hard) can expect to break 100, and no special race or ethnic group (despite certain myths about the longevity of Negroes or Turks) has any edge in the averages. American women, who begin to outlive and outnumber men at 65, hold their percentage advantage to the bitter end (claimed U.S. record: 137) but men, who wear themselves out faster, have a better time in their extreme old age.



FLORENCE E. DOLPH, 101, cheerfully demonstrates her agility by sliding down the banister in her native Dunmore, Pa. Arising briskly at 6 a.m., Miss Dolph fries her own eggs, makes coffee and then takes a turn around the garden. To achieve a long life she recommends plenty of healthy outdoor activity, especially fishing and horseback riding.



EDWARD VAN DUYN, 105, is quite a character around Rochester, N.Y. "Sometimes I don't get in until 4 in the morning, just banging around town," he says. How to live on a \$41-a-month pension is his main problem. "I figure anybody that's nuts enough to live to be 105 shouldn't have to worry that way." His mother reached the age of 107.



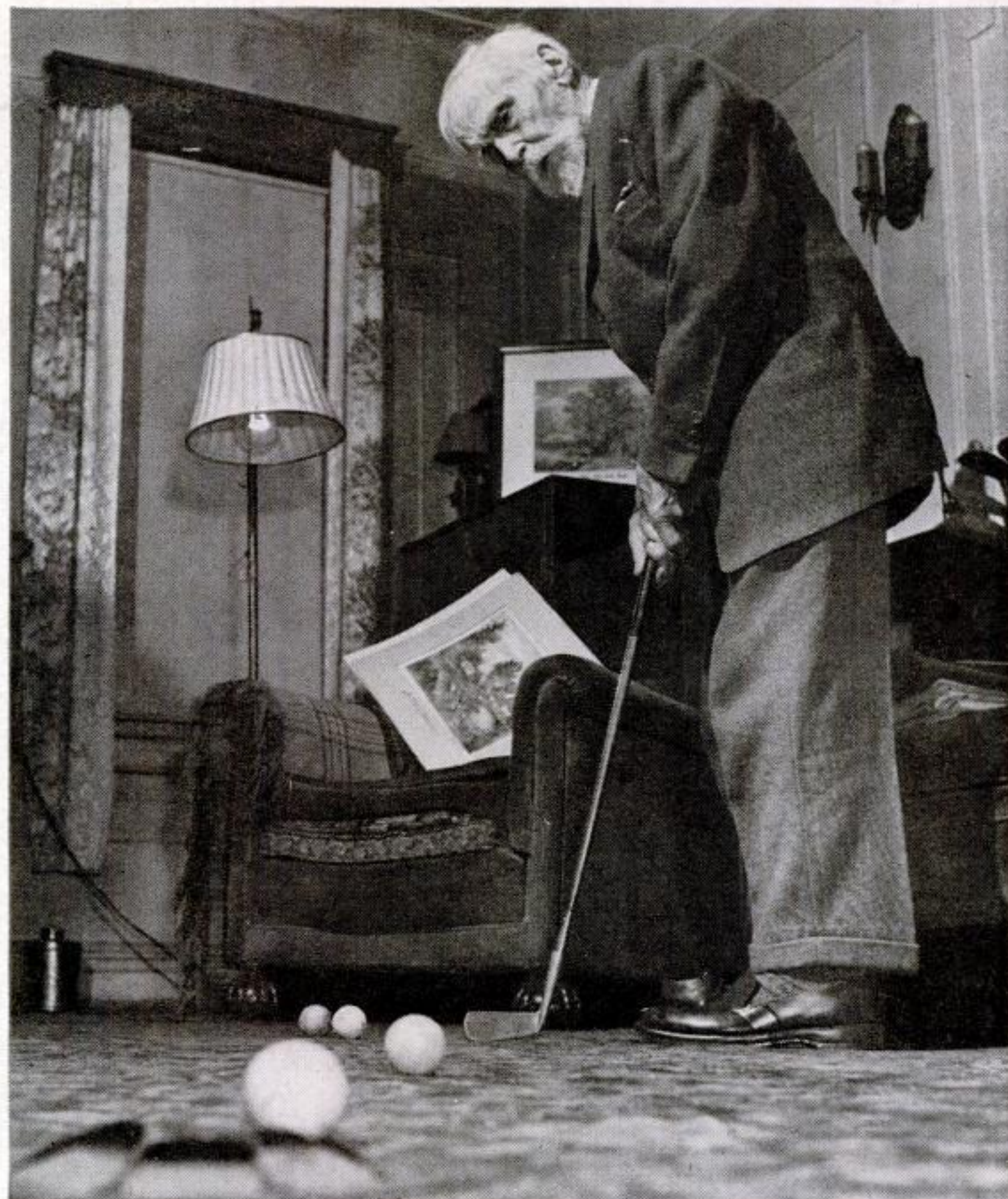
MATILDA HULL PERLEY, 100, likes to spend evenings singing or playing the piano. She moved from Maine to San Francisco, Calif. with her husband in 1875, has occupied the same house there since 1886. Mr. Perley died in 1911. Though Mrs. Perley is deaf, her hair, teeth and eyesight are unimpaired. She reads her newspaper without glasses.



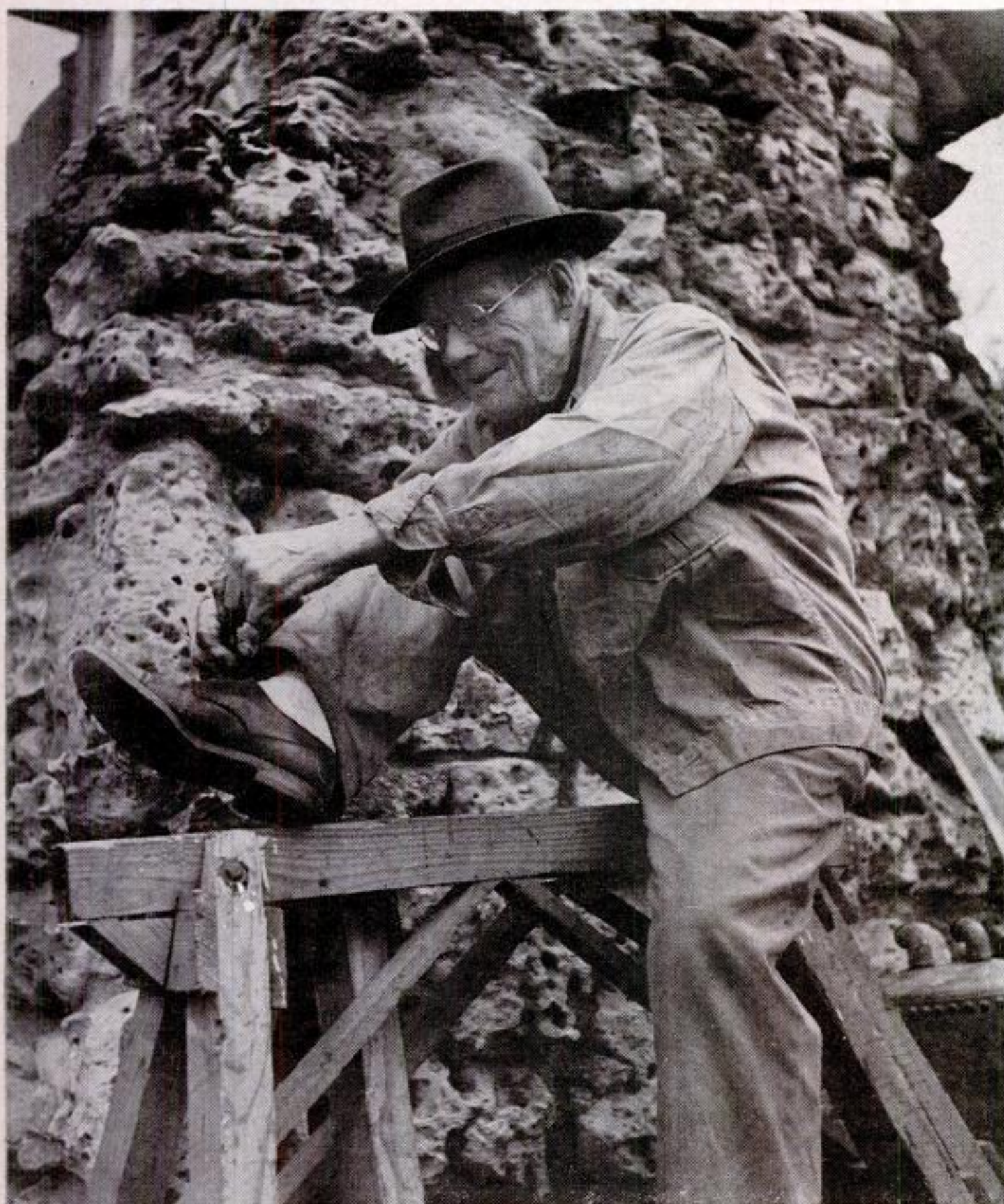
CHARLES W. BAILEY, 100, fills in occasionally for other pastors in Baldwin, Kan. and says he is "now wearing out his third Methodist church in this town." Attributing his age to a clean, simple life, he says, "As a young man I put away a lot of buffalo meat and cornbread flapjacks. I love the big outdoors that God intended people to live in."



WILEY W. WILCOX, 101 (right), gabs with some friends in a Portland, Ore. barber-shop. Wilcox remained a bachelor until the age of 66. His third wife, whom he married 25 years ago, is still living at 76. For relaxation he prefers reading detective books and Western magazines. Wilcox's eyesight failed him in 1938; the following year it returned.



NATHANIEL VICKERS, 102, practices putting in his living room in Forest Hills, N.Y. Trained as an architect, Vickers designed a chapel two years ago which is now in use. He likes to paint scenic water colors and deliver thundering denunciations of modern art. Verdict: "Damnably rotten." Vickers' own prescription for a long life: "Moderation."

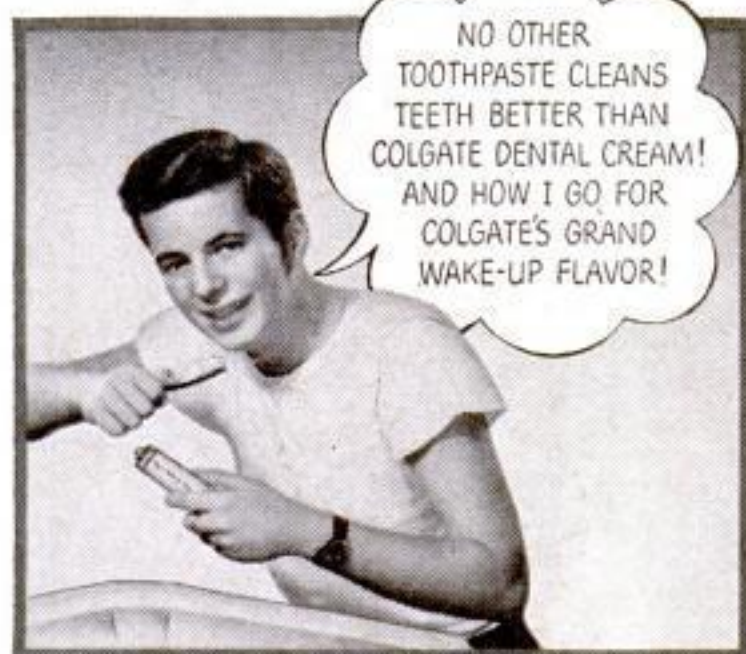
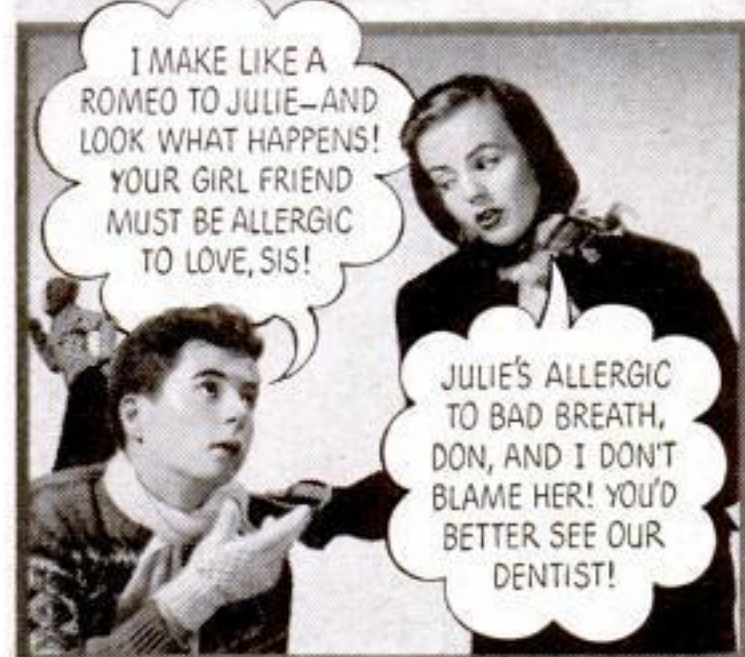


HENRY M. ROE, 100, of DeSota, Mo., carried messages for Lincoln in the Civil War and was wounded five times. "I owe my life," he says, "to three things: I've gone easy on rich foods, I've stayed away from liquor and I've been married five times." A caretaker for several nearby homes, Roe cooks his own meals and in his spare time writes poetry.



THEODORE A. PENLAND, 100, of Portland, Ore., was elected Commander in Chief of the G.A.R., which now musters only 27 men, last September. He remembers casting his first vote for Abe Lincoln in 1864. He has traveled all over the world and says his itchy feet are responsible for his long life. Penland has 12 great-great-grandchildren.

I Thought All the World. Loved a Lover!



LETTERS TO THE EDITORS



BABIES

Sirs:

We think the stork mixed his deliveries when he left Dwight D. Eisenhower II. for General Eisenhower's grandson (cover, LIFE, Jan. 3) instead of our nephew (left) Harry Kent Hendrickson of Liggett, Ky. who looks so much like the general that we have nicknamed him "little Ike." Mr. and Mrs. CHARLES M. LAWSON Williamsburg, Ky.

● Several readers thought their babies looked like Eisenhower and, like the Lawsons, sent pictures to prove it (see David Wilson, below left). More parents, however, enclosed pictures of their babies on the grounds that they were just as winsome, if not as famous, as those featured in LIFE. Some of these appear below.—ED.



DAVID PAUL WILSON
Kalamazoo, Michigan



RICHARD GIBON ELMORE
Los Angeles, California



JUDITH ANN LETTS
Cleveland Heights, Ohio



KENNETH FLOYD HOOPER
New York, New York



GERARD ELIE DALLAL
New York, New York



DIANE DALE TURNHAM
Auburn, Alabama



LISA GOULDEN
Stamford, Connecticut



SARAH MARGARET STOUGH
Lawrence, Kansas

CONTINUED ON PAGE 13

First luxurious complexion
treatment for hands and body...

New **Aquamarine Lotion** by
Revlon

a miraculous blend of balms
scented with costly imported perfumes

You've dreamed of it! A rich creamy lotion that smooths you silken-soft from head to toe. And now you have it... Revlon's delicate blue Aquamarine, soft as the touch of a cloud, scented with imported costly perfume! Never before a lotion with such a magic touch...
such a genius for fondling every blessed inch of you! 1.00 plus tax

Right as Revlon!



DRESS: BEN GAN PHOTO: RAWLINGS MAKE-UP BY DEL RUSSO OF REVLOH ©1949 REVLOH PRODUCTS CORP.



"Frankly, I was thinking about husbands when I dug up these recipes!"

SAYS ELSIE, THE BORDEN COW!



RECIPE FOR COFFEE TO WARM A HUSBAND'S HEART

Simply measure BORDEN'S INSTANT COFFEE into a cup, add boiling water . . . Get the grandest coffee that ever got a husband off on the right foot—or made him purr of an evening!

Borden's Instant Coffee is 100% pure coffee—nothing added! Rich, satisfying coffee, with roaster-fresh flavor. Do try it! No pot to wash, no mess. All pure-coffee enjoyment!



RECIPE FOR MAGIC REFRIGERATOR CAKE TO WIN HIS PRAISES

2 squares (2 oz.) unsweetened chocolate
1 1/3 cups (15 oz.) Eagle Brand Sweetened Condensed Milk
3 tablespoons water
1/2 teaspoon vanilla
Dash of salt
Lady fingers

Mix chocolate and smooth-and-creamy EAGLE BRAND SWEETENED CONDENSED MILK (a smooth blend of pure milk and fine sugar) in top of double boiler. Cook, stirring constantly, over boiling water 10 minutes or until mixture thickens. Add water, vanilla, and salt. Blend well. Line a small spring mold with waxed paper. Split lady fingers and arrange around sides and bottom of pan. Cover with chocolate mixture. Then arrange alternate layers of chocolate mixture and lady fingers in pan. Chill 6 to 8 hours. Truly a magic dessert for 6!

FREE! A copy of "Eagle Brand Magic Recipes." Write Elsie, Dept. L-19, P. O. Box 175, New York 8, N.Y.



RECIPE FOR REAL MINCE PIE WITH OLD-FASHIONED FLAVOR

Fill your pie with the minciest mince meat of them all—BORDEN'S NONE SUCH MINCE MEAT. Made with 21 choice ingredients and pungent spices from far-off lands. Comes in ready-to-use or condensed forms—both wonderful!



RECIPE FOR SNACK-DRINKS TO NOURISH HIS CHILDREN

NEW BORDEN'S INSTANT MIX makes wonderful-for-you "hot chocolate" instantly. No sugar, no cooking, no pots to wash! You make it right in the cup with hot water or milk. De-licious and nutritious—Vitamins B₁, D and Iron added!

© The Borden Co.

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

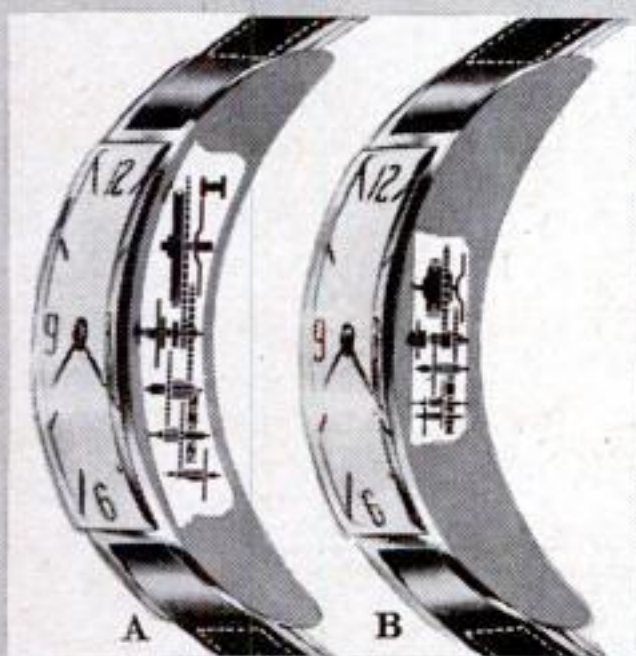


some
**STRAIGHT
FACTS**
about curved watches



Diamond Dial
Curvex Executive \$200

Today's most fashionable watches are curved to fit the wrist. Functionally better, distinctively styled. But a curved watch should have a curved movement *inside*. Only Gruen Curvex has the patented Curvametric* movement made with larger, sturdier parts . . . so essential for brilliant accuracy. Models for men and women, priced \$49.75 up. The Gruen Watch Company, Time Hill, Cincinnati, U. S. A.



see the difference

A. Gruen Curvex with the famous patented Curvametric movement. Both case and movement curve together. Movement fills curved case to maximum. Result: large, sturdy, amazingly dependable parts.

B. Ordinary way. Case curved but movement is flat. Flat movement cannot fill curved case.

**GRUEN
CURVEX**

with the patented
Curvametric movement

*REG. U. S. PAT. OFF.

**LETTERS TO
THE EDITORS**

CONTINUED

EX-WIFE

Sirs:

Your full page color photo of Lucille Gaston asleep on the deck of the yacht *Man o' War* in the harbor of Charlotte Amalie ("Caribbean Winter," LIFE, Jan. 3) has taken quite a load off my mind.

When she went to the Virgin Islands last March to divorce me at my expense I understood from her attorneys that I was cruel to force her into such an outlandish place to regain her liberty. It seemed that, on top of causing mental anguish, I had driven her into a life of ignominious beachcombing.

Your picture assures me otherwise, particularly the caption: "Caribbean vacation life aboard a yacht means warm lazy days, sparkling blue waters and brilliant sunshine, all epitomized in this picture of Lucille Gaston of New York relaxing."

Yes sir, you have lifted a great gloomy cloud from my conscience.

WILLIAM GASTON

New Canaan, Conn.

SKEET SHOOTER

Sirs:

Perhaps you might be interested in some background on J. Smith Ferebee, the participant in your Skeet Marathon (LIFE, Jan. 10).

I was in the Navy with Smitty Ferebee from 1942 to 1944. Until his entrance into the service he had never flown an airplane and yet he got his Navy wings at the unbelievable age of 38. While stationed at the Glenview (Ill.) naval air station instructing a student in acrobatics, he deliberately

CONTINUED ON NEXT PAGE

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HEADLINE NEWS FOR LOVERS OF PRUNE JUICE



If you are among the millions who find a pleasant glass of prune juice the finest of all aids to natural regularity, you'll want to know how the new "C-L Process"* makes *Sunsweet* Prune Juice different from all others.

Standardized laxative qualities

For the first time, the laxative factor in prune juice has been measured. And, by the "C-L Process," the natural laxative factor of *Sunsweet* Prune Juice is now standardized.

No other prune juice can make this claim. No other can use the "C-L Process."

Pure prune juice

Sunsweet is made from the finest prunes. It's pure, unadulterated—still a 100% natural product. Nothing has been added—nothing taken away.

But a way has been found to overcome the variations that exist in all

natural products so that *Sunsweet*, and only *Sunsweet*, can give you a prune juice of assured laxative uniformity.

Better flavor

Remember, too, that only *Sunsweet* Prune Juice is made of the famous *Sunsweet* Prunes. So no wonder it is fuller flavored and more delicious. No sugar or sweetening has been added to alter its natural goodness.

There's no other brand of prune juice like *Sunsweet*. Make it your regular aid to natural regularity.



The "C-L Process" is used exclusively for
**SUNSWEET
PRUNE JUICE**

as prepared and distributed by the makers of
MOTT'S FINE FRUIT PRODUCTS

*The laxative potency of *Sunsweet* Prune Juice is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.



Exciting **PRELL** Removes Dandruff IN AS LITTLE AS 3 MINUTES

LEAVES HAIR

Radiantly **SOFT AND SMOOTH**

It's terrific! For Prell—Procter & Gamble's new emerald-clear Radiant-Creme—leaves hair more shining than any soap shampoo, cream or liquid! And Prell removes ugly dandruff in as little as 3 minutes—a fact *proved* by doctors' examinations! *Prell goes farther* than any other known shampoo—it's *concentrated* for economy. The tube is so handy too, no messy jars or slippery bottles! Get a tube of Prell for your family today!



Hair is sparkling-clean after a Prell shampoo—there's no ugly, dingy soap scum. And with Prell, there's no liquid to run into your eyes!

Quick and easy! The handy Prell tube works great in the shower—no slip and no spill! And Prell Shampoo removes unsightly dandruff *fast!*

*U.S. REG. U. S. PAT. OFF.



LETTERS TO THE EDITORS

—CONTINUED—

unfastened his safety belt and allowed himself to be thrown out of the plane during a slow roll—just to prove that there wasn't any trick to making a parachute jump.

He served on the aircraft carrier U.S.S. *Belleau Wood* during the terrific typhoon that struck the fleet in June of '45. He technically became the last prisoner of war captured in Japan when downed in enemy territory in August of '45. The pilot was killed in this crack-up and Ferebee was severely injured. His left arm was broken in 13 places; he suffered an internal hemorrhage of his left eye, concussion of the brain and a skull fracture.

Ferebee convinced the medicos that no amputation was necessary on his arm and spent a year recuperating at the Great Lakes naval hospital. He was discharged as a full commander.

Today he has about 35% use of his left arm. To me the recent marathon job becomes all the more phenomenal in view of this fact. When you consider that his left arm played a major role during his four-odd hours of skeet shooting, his accomplishment seems almost unbelievable.

JOSEPH R. MULCRONE

Chicago, Ill.

DOLL-HOUSE ART

Sirs:

I want to express my appreciation for the reproductions of the old masters you published in your magazine this past year with the articles on Western culture, and in Churchill's memoirs.

My little girl, aged 8, was going through magazines one after the other, when she came to the stories mentioned above. She was so excited and happy that she had finally found what she had been looking for, pictures of a proper size and suitable to hang on the walls of her new doll house. I wonder if any other little girl in these blessed United States has *Blue Boy* hanging in the master bedroom of her doll house, pastoral scenes of 18th Century England in the dining room, court scenes and groups of noblemen's families in the music room, the Duke and Duchess of Marlborough and Wellington and Pitt in the living room.

FLORENCE WOLFINGER

Shrub Oak, N.Y.

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GUESTS FOR DINNER?



Make it an event to be remembered by serving salads, sea foods, fruits and cocktails with plenty of sparkling *crushed ice*. And be sure there's lots of crystal-clear ice on hand for the beverages.



USE PLENTY OF Genuine* ICE

*"Genuine ice" is the pure, crystal-clear, taste-free, hard-frozen, slow-melting kind supplied *exclusively* by your local Ice Company. Call on them for *genuine ice* for every cooling need.

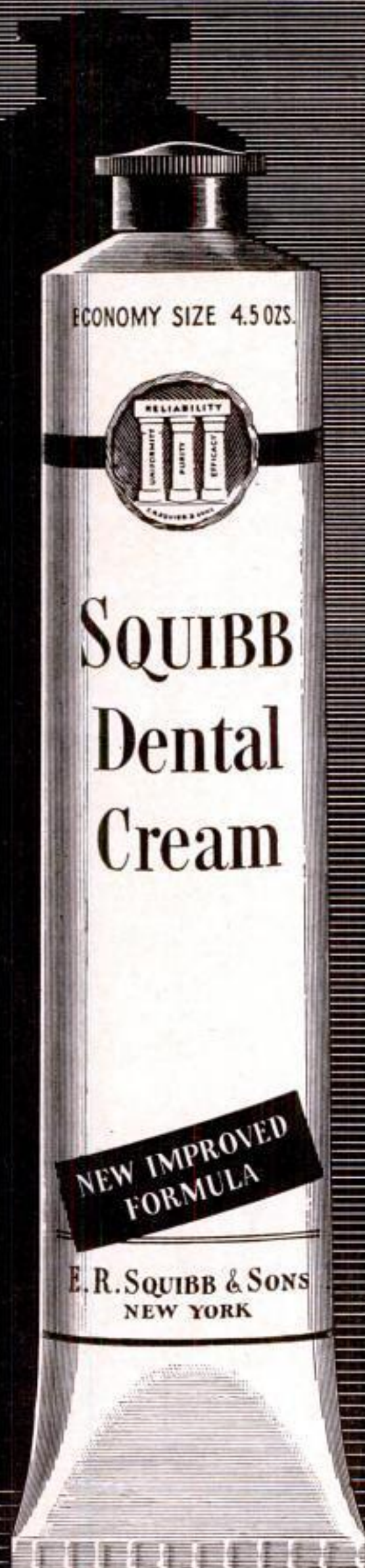
NATIONAL ASSOCIATION OF ICE INDUSTRIES
1706 L Street, N. W., Washington 6, D. C.

3 reasons for the extra clean feeling...

action of magnesium hydroxide

real peppermint for taste and breath

better penetration between teeth



The priceless ingredient of every product
is the honor and integrity of its maker

LIFE

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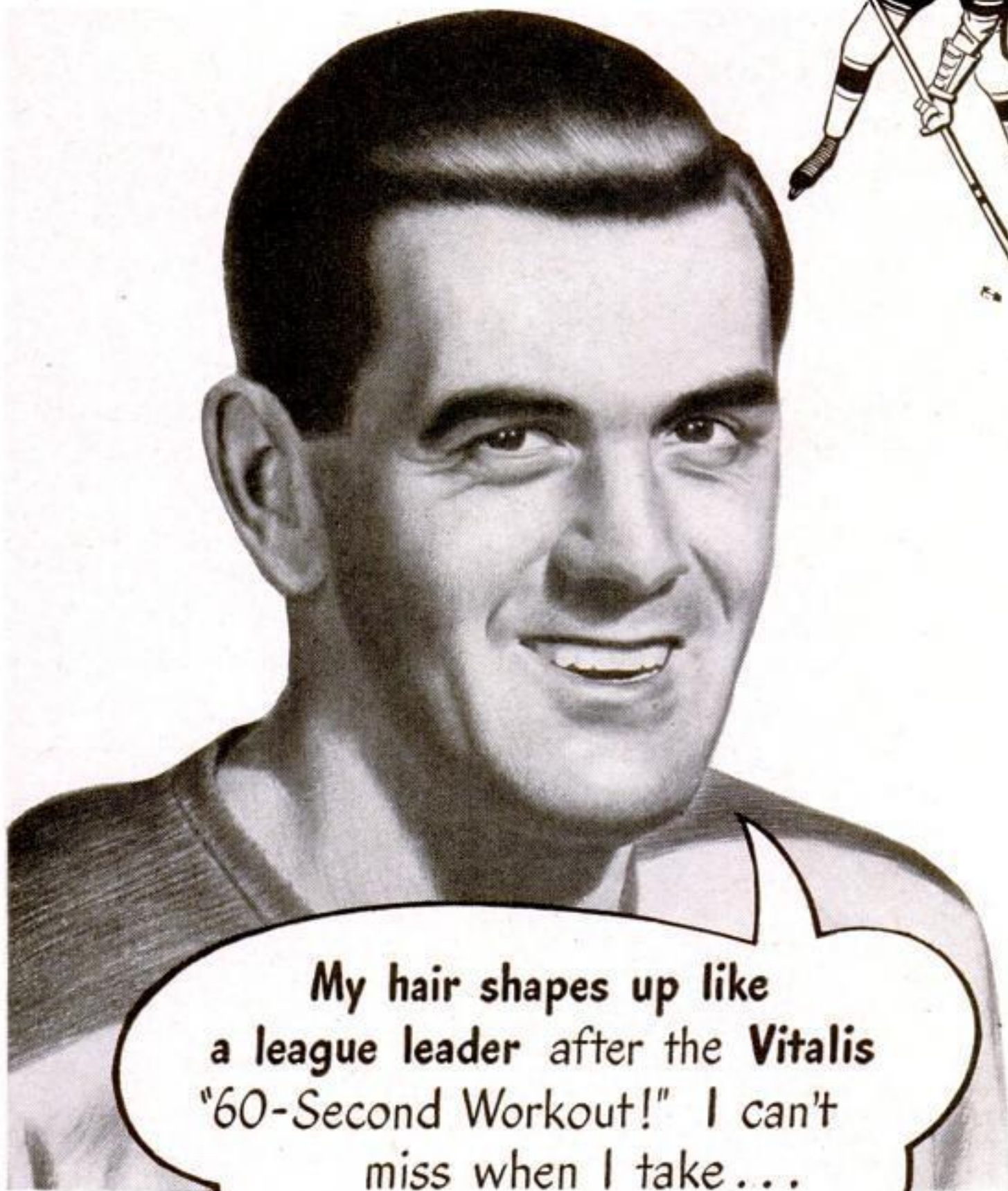
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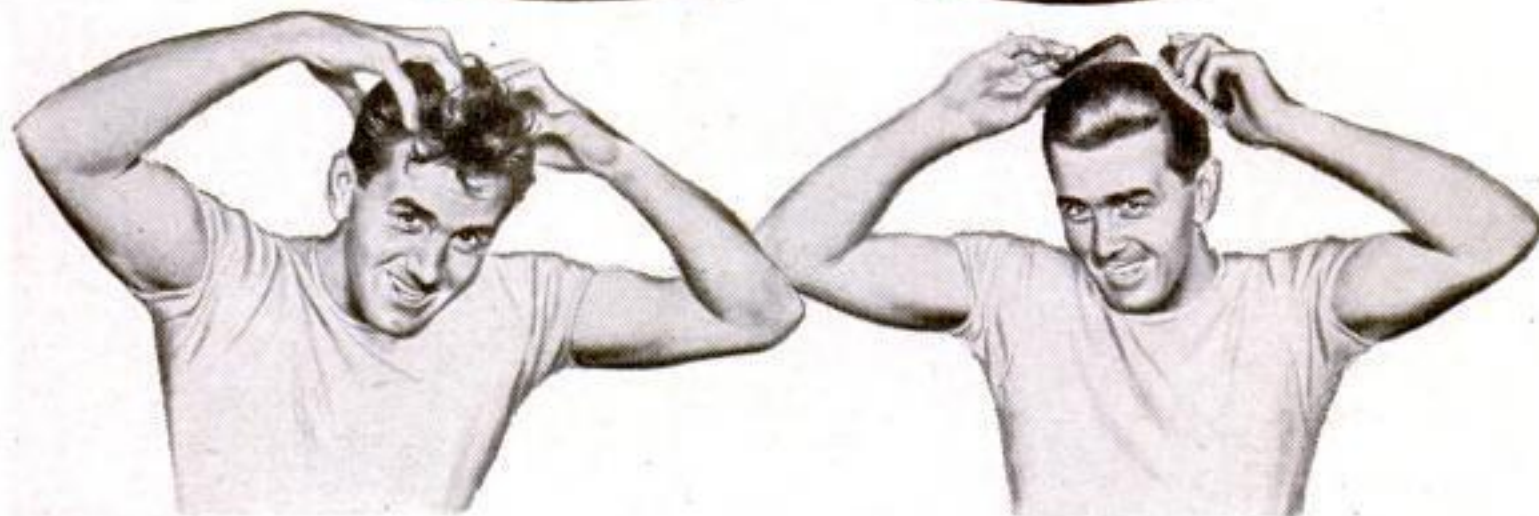
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LIFE

Vol. 26, No. 4

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January 24, 1949

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LIFE'S COVER

Wherever skiers meet, the controversial theories of the 36-year-old Frenchman on LIFE's cover are sure to be argued. Emile Allais was a recognized skier by the time he was 17, but he was still dissatisfied. He planned a new technique, often arising in the night to try out an idea on the moonlit slopes of Mt. Blanc. By 1937 he was winning championships with his system, which has been adopted by the National Ski School of France and is now taught at Sun Valley, Idaho by Allais himself. For salient points of Allais' method, see pages 83 through 87.



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In it she will entrust the precious things she is collecting for your dream home. Make this Valentine's Day one that will live forever in her memory and yours.

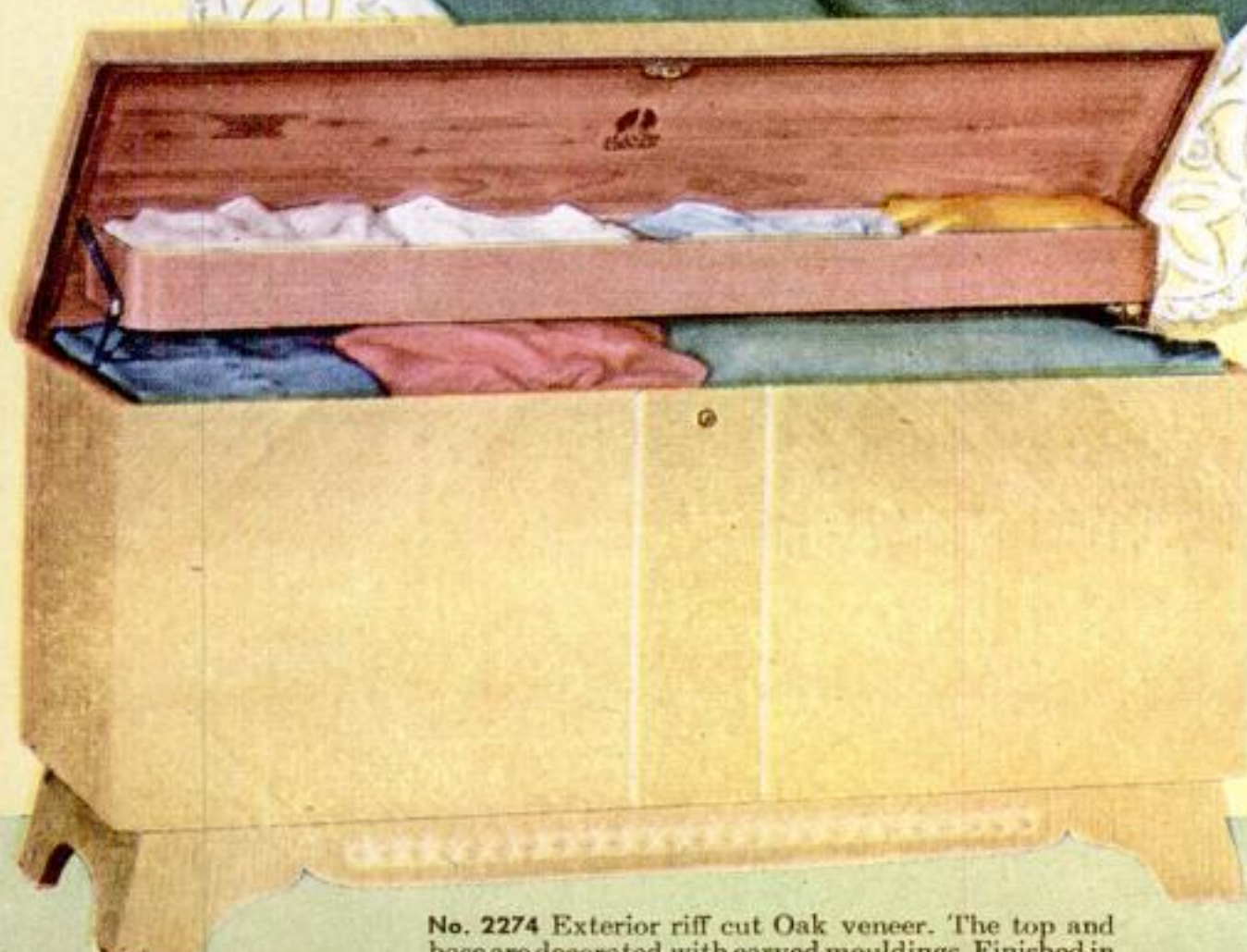
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No. 2274 Exterior rift cut Oak veneer. The top and base are decorated with carved mouldings. Finished in Lined Oak. Has Lane's patented automatic round-cornered tray. (Price of this chest on request.)

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Tender golden kernels in their own rich cream

IT'S DEL MAIZ BRAND - THE CREAM STYLE CORN
WITH THE GREEN GIANT ON THE LABEL



Try these wonderful Del Maiz dishes

BRAND

CORN SKILLET DINNER

2 tablespoons butter or drippings
 $\frac{1}{4}$ cup minced onion
 $\frac{1}{2}$ cup diced green pepper
3 tablespoons flour
1 cup milk
 $1\frac{1}{2}$ teaspoons salt
 $\frac{1}{8}$ teaspoon pepper
 $\frac{1}{2}$ teaspoon Worcestershire sauce
1 can Del Maiz Brand Cream Style Corn
2 cups diced cooked ham

Melt butter; add minced onion and green pepper; cook over low heat until tender. Add flour; blend; gradually add milk, while stirring. Cook until smooth and thickened. Add seasonings, Worcestershire sauce, corn and ham cubes. Heat through and serve. Serves 4-6.



SOUTHERN CORN PUDDING

1 can Del Maiz Brand Cream Style Corn
4 eggs, slightly beaten
2 tablespoons melted butter
1 teaspoon sugar
 $1\frac{1}{2}$ teaspoons salt
 $\frac{1}{8}$ teaspoon pepper
 $\frac{1}{4}$ cup pimiento, finely diced or chopped
2 cups milk, scalded

Combine ingredients, stirring to blend. Pour into $1\frac{1}{2}$ -quart well-oiled casserole. Place in pan of hot water; bake in moderate oven, 325° F., for $1\frac{1}{4}$ hours, until set. Serves 6.



DOUBLE-RICH CORN SOUP

2 tablespoons butter
3 tablespoons minced onion
 $\frac{1}{2}$ cup minced celery and leaves
3 tablespoons flour
4 cups milk (1 quart)
1 can Del Maiz Brand Cream Style Corn
 $2\frac{1}{2}$ teaspoons salt
 $\frac{1}{8}$ teaspoon black pepper
 $\frac{1}{8}$ teaspoon paprika
3 tablespoons minced parsley or chives

Melt butter in saucepan; add onion and celery; cook until tender (about 5 min.). Add flour; blend; gradually add milk. Cook until smooth and thickened, stirring constantly. Stir in corn, seasonings, and minced parsley. Heat and serve. Serves 6.

If you like summer-fresh corn—and like to get all the sweet corn cream along with the tender kernels—this is your dish. Each gold-and-cream forkful is rich in the goodness grown into our special breed of corn by "flavor farming." You'll find Del Maiz Brand Cream Style Corn at your grocer's—with your old friend, the Green Giant, on the label.

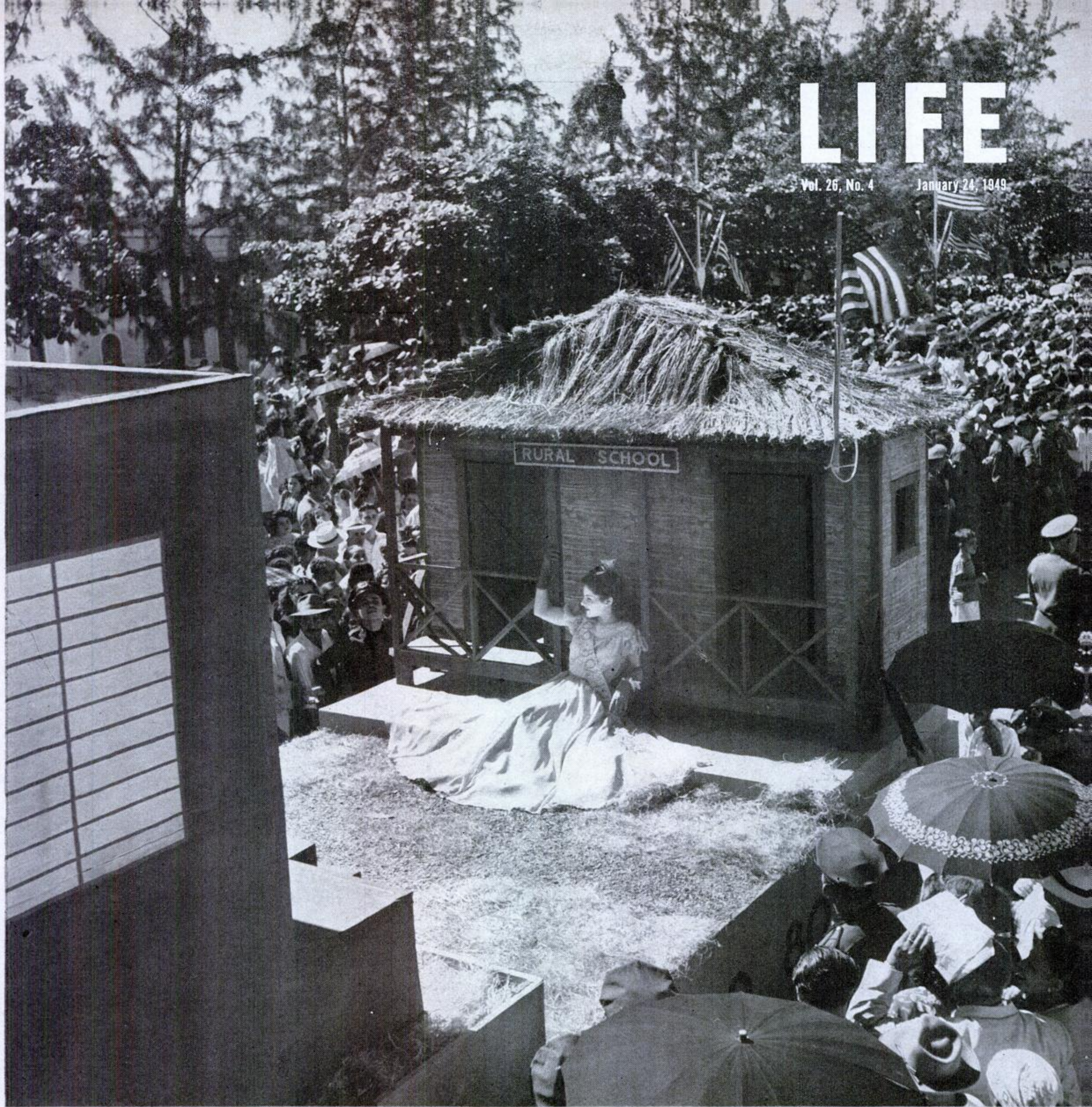
Listen to the Fred Waring Show on NBC every Friday morning for the Green Giant

Del Maiz BRAND CREAM STYLE Corn



Minnesota Valley Canning Company, headquarters, Le Sueur, Minn.; Fine Foods of Canada, Ltd., Tecumseh, Ont.
Also packers of Niblets Brand whole kernel corn and Green Giant Brand peas.

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FLOAT CARRYING A DILAPIDATED SCHOOLHOUSE SYMBOLIZING MUNOZ' CAMPAIGN FOR EDUCATION INCHES THROUGH CROWD. NEW SCHOOL CAN BE SEEN AT LEFT

A NEW PUERTO RICO SHOWS OFF

On Jan. 2 the people of Puerto Rico, who are both citizens and backward stepchildren of the U.S., inaugurated the first governor they have ever been privileged to elect. All others, since the 3,435-square-mile island in the Caribbean 450 miles southeast of Cuba was taken from Spain in 1898, have been appointed by the President. The new man was 50-year-old Don Luis Muñoz Marín, a native-born Puerto Rican who in his youth was a fiery Greenwich Village poet, and who since 1940 has been President of the Insular Senate.

To see Don Luis sworn in, 150,000 of Puerto

Rico's two million people swarmed into the capital of San Juan. They stood for six hours cheering in the sun, laughing and whistling as the home-made processional floats (*above*) inched down the choked street. To them Don Luis' inauguration was the great event of the century. It meant that Puerto Rico's program of rehabilitation, which is just beginning (*pp. 22, 23*) to click, will be carried on by a man who has pledged his life to it. It meant a New Deal in the cane fields and the slums.

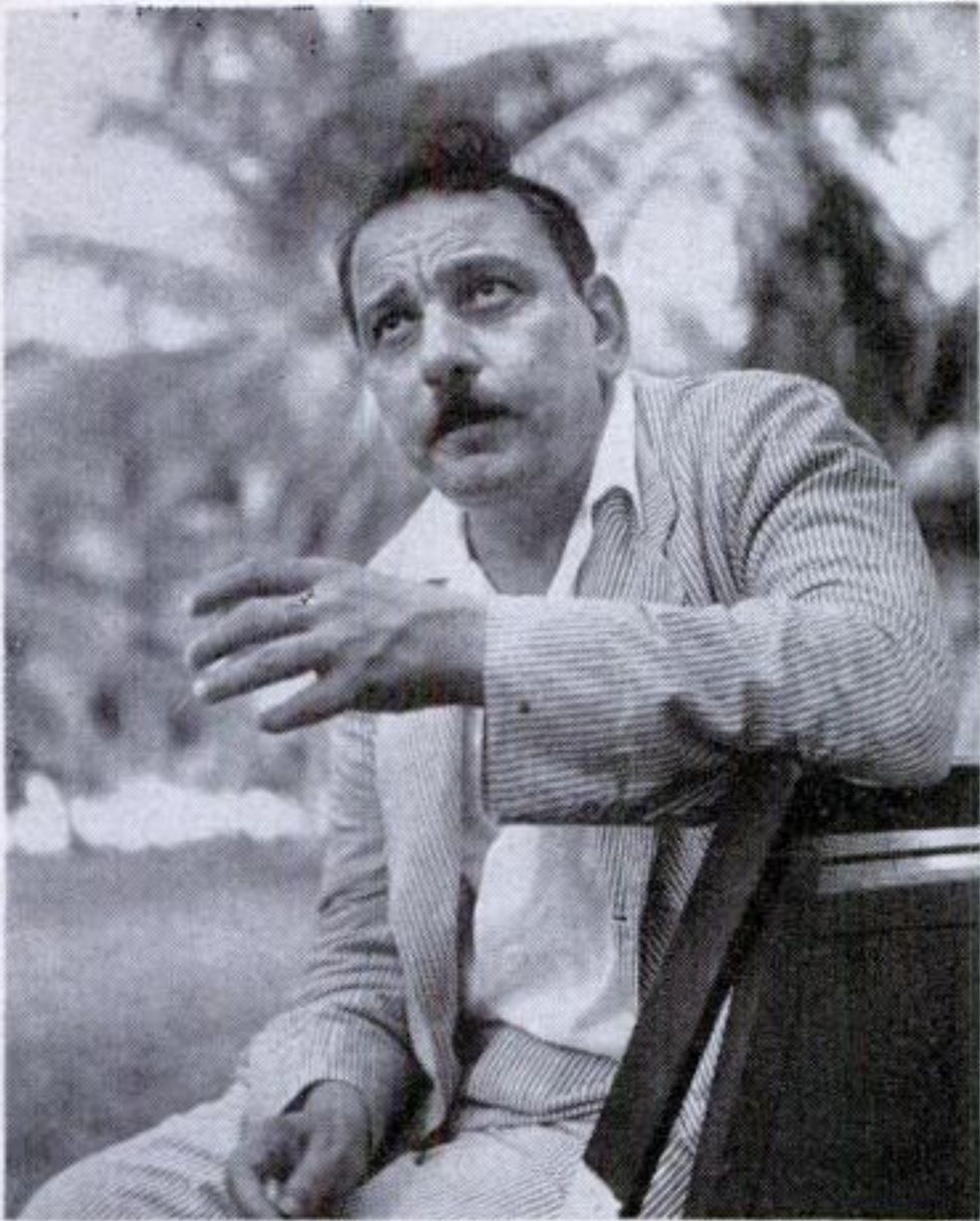
Inauguration visitors, headed by President Truman's representative Oscar Chapman, were

impressed both by the jubilant, adoring spirit of the voters and by what Puerto Rico has accomplished in the past eight years. Hardheaded businessmen, skillfully entertained and indoctrinated at inaugural parties (*pp. 20, 21*), saw what Governor Muñoz was talking about when he said that the island is now a good place for investment and industry. They also saw Puerto Rico's seamy side, which other visitors have seen, deplored and despaired of for half a century. It still looked bad. But Governor Muñoz said there was a good time coming, and most were inclined to believe him.



GOVERNOR MUNOZ AND LEON HENDERSON (*right*), onetime boss of the OPA and now a foreign-trade consultant confer on Puerto Rico's Luquillo Beach. During the

round of parties before and after his inauguration Muñoz busily talked with every well-known visitor who might put in a plug for Puerto Rico or make an investment there.



GOVERNOR MUNOZ EARNESTLY EXPOUNDS HIS VIEWS

INAUGURATION PARTIES LASTED FOR SIX DAYS

For the 300 large and small fry invited down from continental U.S. for the inauguration, Puerto Rico put on a six-day series of parties. They were not gaudy, but they had plenty of purpose. During the guided tours visitors found themselves looking at a ceramics factory or a choice industrial site which by chance happened to be vacant and available. Even at a beach party where he appeared tieless and in a rumpled seersucker suit, Governor Muñoz lost none of his charm. Great care was taken to see that all the bigwigs and bankers had a good time, whether at a cockfight or a pig roast. But the shrewdest stroke of all was delivered not by a public relations man but by a horse. By winning at the Las Casas track, the animal enabled Mrs. Gordon Duval (*below, right*) to collect the first successful bet of her career. Her husband is vice president of New York's Guaranty Trust Co.



ON FINAL DAY OF CELEBRATION THE LAST OF THE INAUGURATION PARTIES BREAKS UP ON LUQUILLO BEACH



STANDARD-BEARER, one of thousands who straggled in from all over Puerto Rico, rests homemade sign.

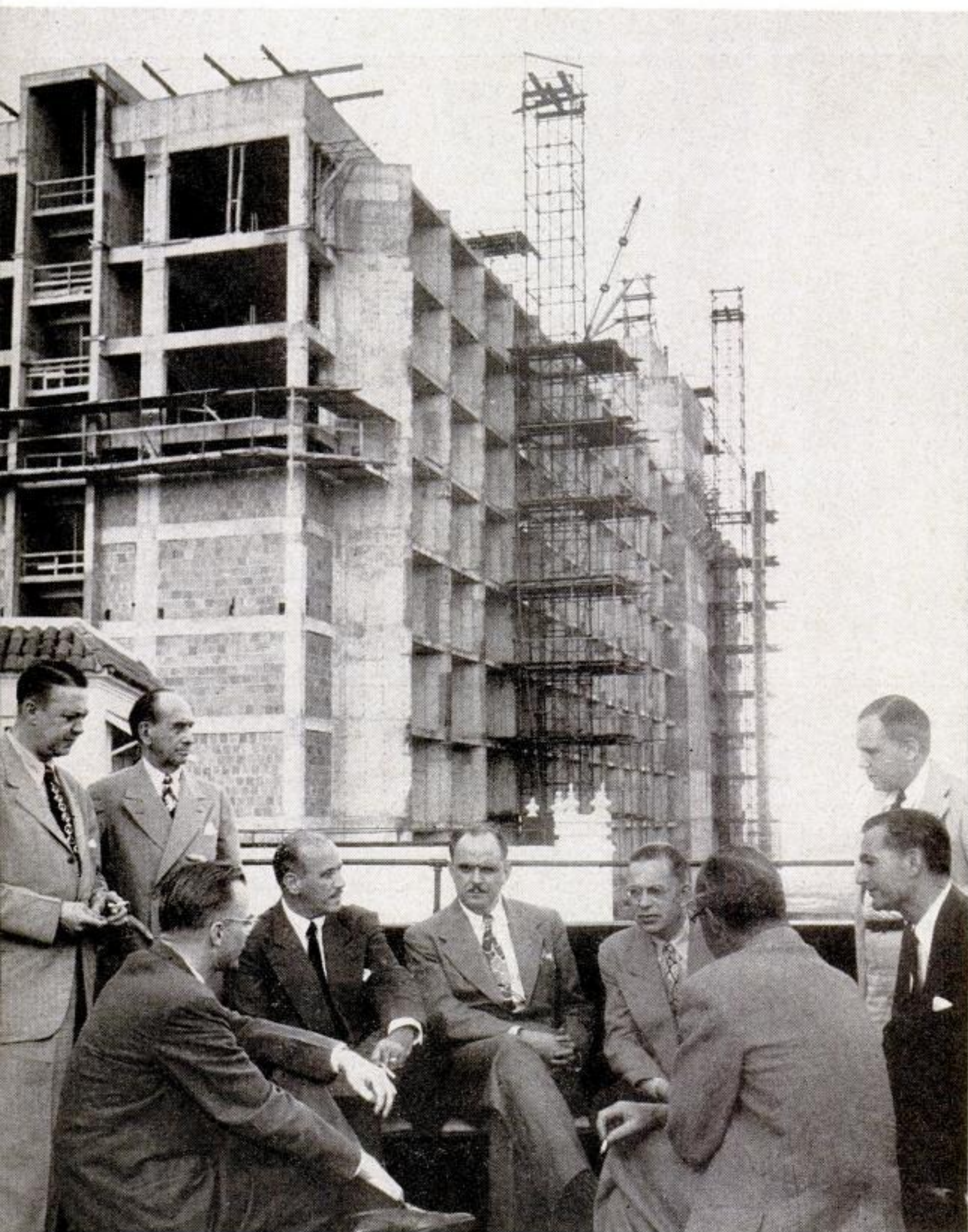


AT THE RACE TRACK Mr. and Mrs. Gordon Duval (*center*) cheer Mrs. Duval's winning horse. At the left is

Albert List, who went to Puerto Rico to make up his mind about establishing a factory there. He is still undecided.

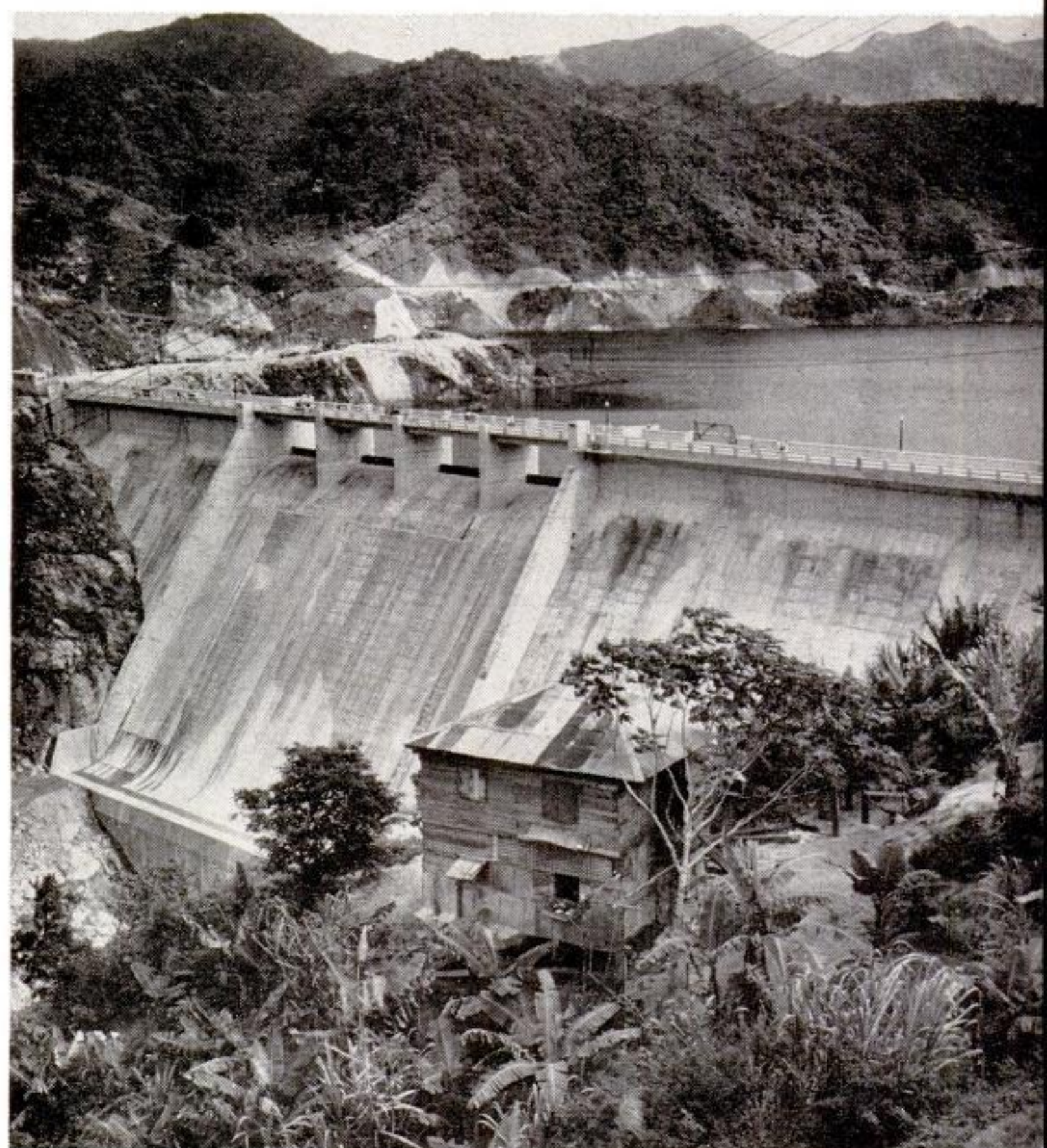


AT PUERTO NUEVO STAND 3,500 OCCUPIED FIVE-ROOM HOUSES MADE OF CONCRETE. EACH COSTS \$4,000. CONTRACTOR L. D. LONG OF SOUTH CAROLINA, WHO BUILT THEM



FINANCIERS, including James Couffer, of an American syndicate; Walter H. Steel of Drexel & Co. and John Linen of the Chase National Bank (*sixth, eighth and ninth from left*) confer with Puerto Rican hosts in front of the unfinished Caribe Hilton Hotel.

THE ISLAND BEGINS TO FIND ANSWERS FOR ITS OLD "UNSOLVABLE PROBLEM"



CAONILLAS DAM in central Puerto Rico was built with U.S. capital and dedicated on Jan. 3. It cost \$10 million, backs up enough water behind its 250-foot wall across the Caonillas River to generate 57 million kilowatt hours of hydroelectric power each year.



AND IS COMPLETING 3,500 OTHERS, CAN TURN OUT 37 A DAY AT TOP SPEED. ANOTHER DEVELOPMENT PROVIDES LOW-COST RENTING UNITS AT \$8 TO \$12 A MONTH

Six years ago a Senate investigating committee took a long, pessimistic look at Puerto Rico and found it an "unsolvable problem" (LIFE, March 8, 1943). But in the interval, with a desperate energy which the Senate committee underestimated, the islanders have made great progress. The government-operated Puerto Rico Industrial Development Co. has brought 42 new light industries—from textile to electronic—to the island. Large tax exemptions, good climate,

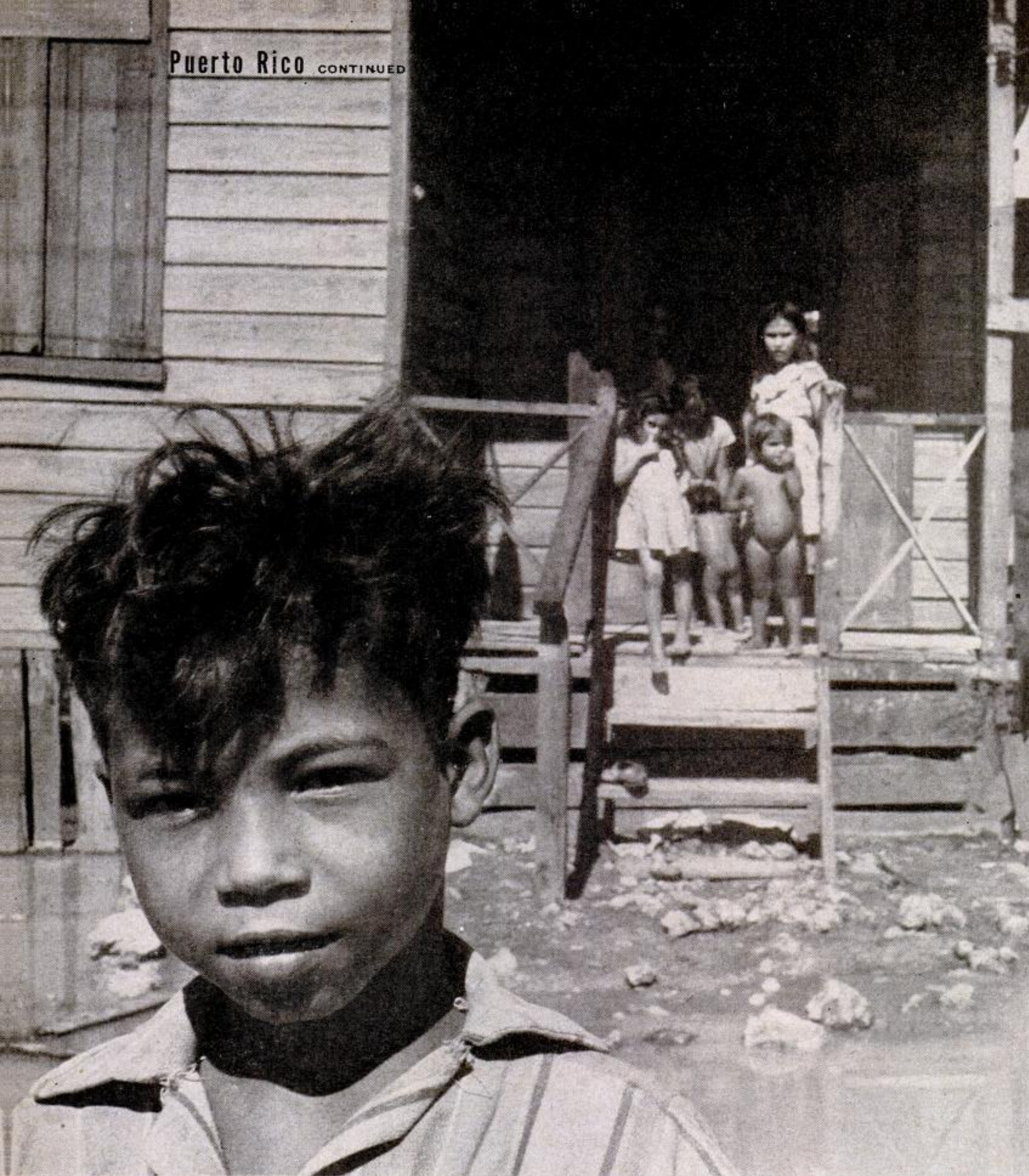
cheap, plentiful supplies of labor and sufficient power are now attracting scores of others. To get a share of the Caribbean tourist trade, Puerto Rico needs hotels and is constructing the huge Caribe Hilton (*opposite, left*). A \$24 million irrigation and power project patterned after TVA will be completed this spring. To meet the island's most immediate problem, the world's largest single-unit housing project (*above*) will be finished next month on the outskirts of San Juan.



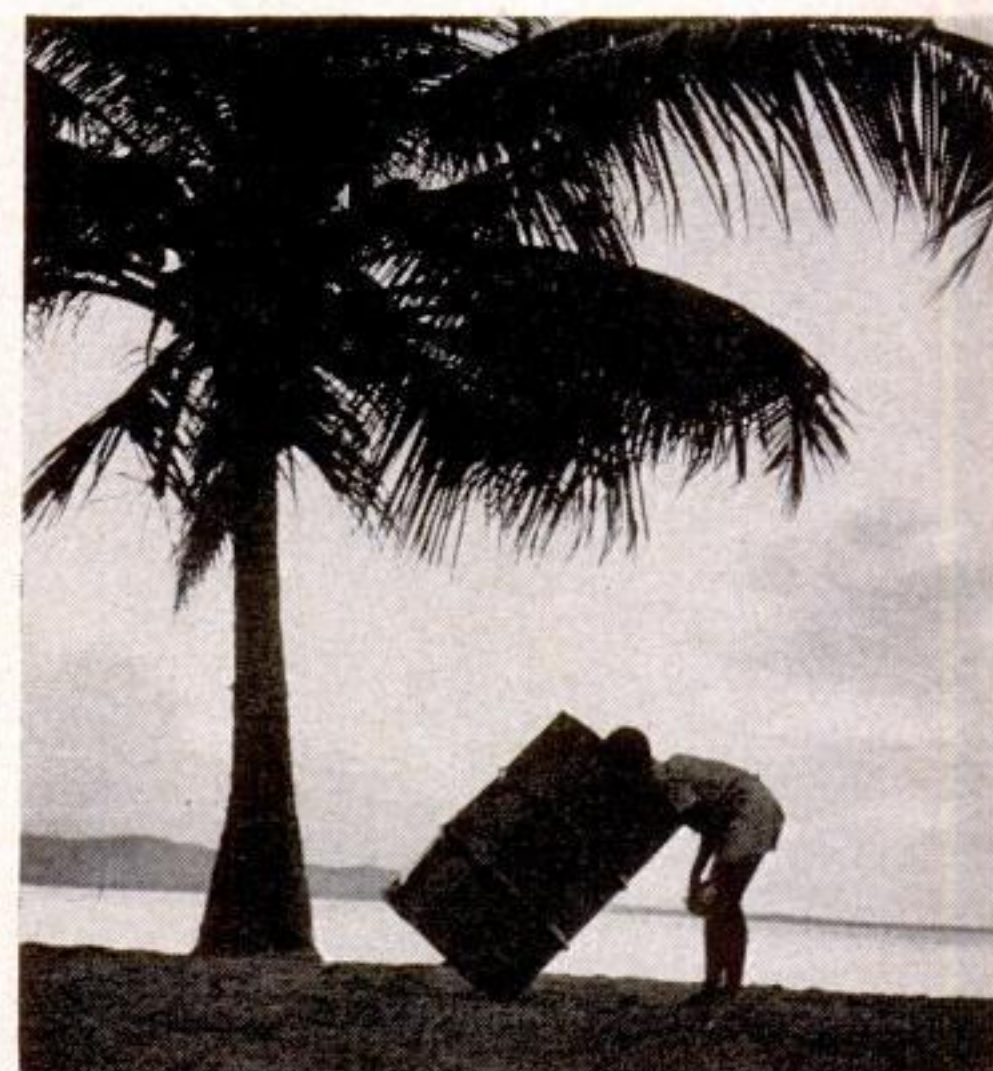
PILOT PLANT (*above*), one of five built by the government and paid for by taxes on rum, turns out ceramic products for Puerto Nuevo housing project (*top*). By pointing to the success of this plant, Puerto Rico has attracted one U.S. company (Crane China).



SKILLED LABOR is being trained at the University of Puerto Rico, where classes of 300 workers at a time learn to operate machine tools. The program is financed by the government, which bought \$15 million worth of war-surplus machines from the U.S.



CITY CHILDREN, NAKED AND UNDERFED, STARE AT THE PHOTOGRAPHER FROM THEIR DILAPIDATED PORCH



A YOUNG SCAVENGER rummages in the garbage can for morsels left over after a party for inauguration guests.

THE BRIGHT NEW FUTURE REMAINS LONG WAY OFF

Although Puerto Ricans have made an encouraging start toward self-sufficiency and a decent standard of living, the road ahead stretches out of sight. All the slum-clearance housing projects thus far begun will hold only 10,000 people. Four times that number live in the waterfront shanties (*below*) of San Juan alone. The death rate from dysentery and tuberculosis, cut by more than half in the past seven years, is still enormous. Power lines and roads have reached some rural areas, but these are as yet of small help to the ignorant and impoverished farmers to whom Governor Muñoz has promised first help in his local New Deal. His program of mass education—which he will present next month to the legislature—will not show widespread results for many years.



THE SLUMS OF SAN JUAN sprawl across 1,000 acres of swampland and waterfront, with the outermost houses perched on stilts above the tidewater. These shacks are sched-

uled to be razed to make way for piers, industrial sites, rail terminals and power plants. In the background are the new Banco Popular and Professional Building skyscrapers.



ON A STEEP HILLSIDE a Puerto Rican farmer scrambles from plant to plant to hoe his crop of tobacco. Rural electric lines have reached his house, but he has no radio on

which to pick up the government's educational programs or to hear Governor Muñoz repeat his favorite campaign phrase, "*Jalda arriba*" ("We have a hard road to climb")



CALIFORNIA, BRR!

Well-fed starlet defies the snow

In California last week Chambers of Commerce had reason to call emergency meetings all over the place. The temperature had unaccountably gone down to the 20s and some peculiar white stuff, unrecognizable to some residents except by memory or hearsay, was falling from the skies. All this, while it provided an exhilarating experience for citizens

without too much at stake, represented a \$44.4 million blow to the fruit and vegetable farmers—and a dire threat to the state's reputation as a winter resort. But as long as there are press agents and starlets, there will always be a California. Actress Cleo Moore went right outdoors in a sunsuit and proved that California at its worst is a fine place to shiver.



FLORIDA, UMMM!

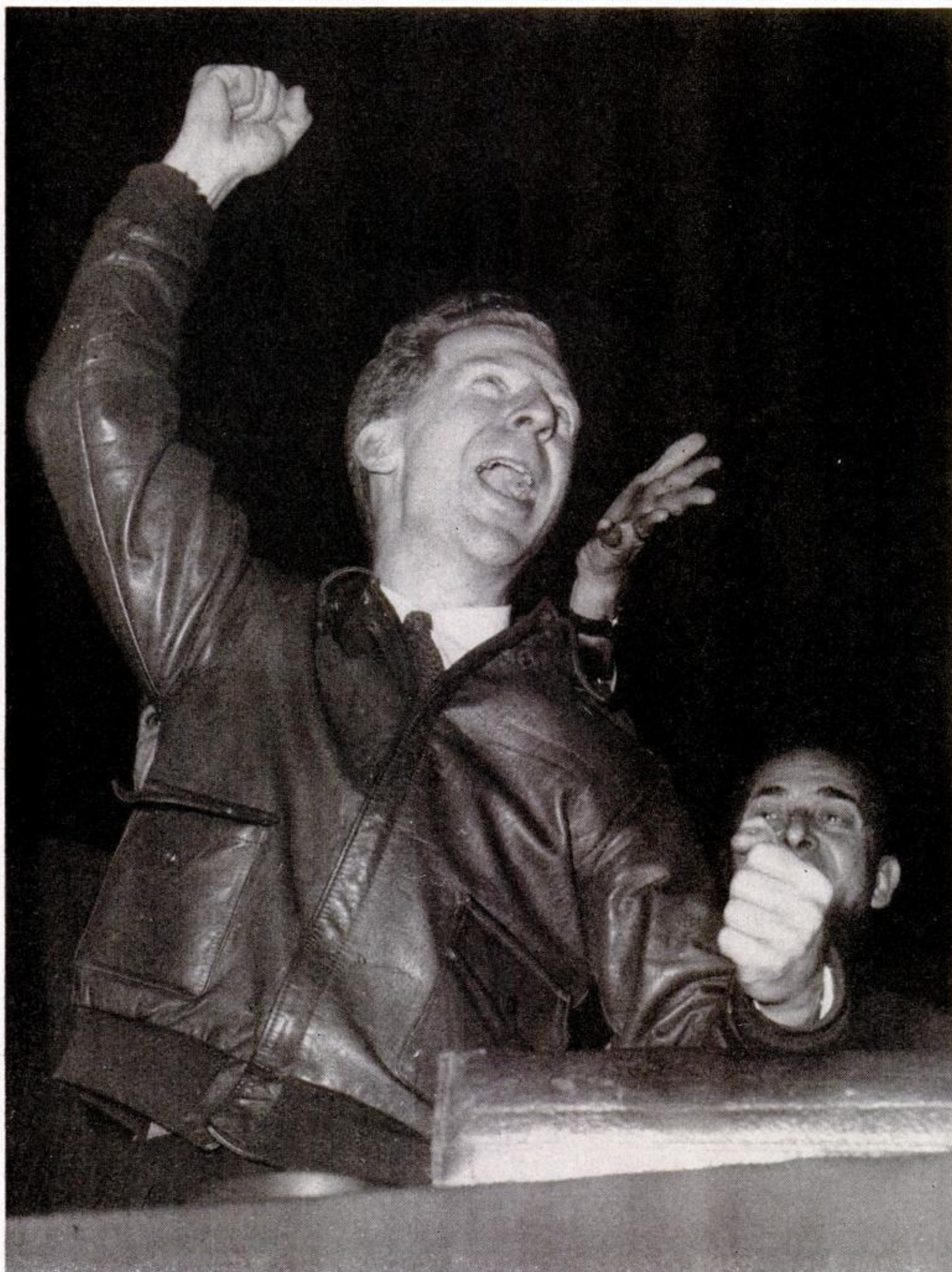
Hungry bull advertises the citrus

In Florida the new darling of the Chambers of Commerce was a Brahman bull, a well-bred 4-year-old whose family goes back so far he had to be named Emperor Jr. 10th. It is nothing new for a Florida bull, raised in that atmosphere of sunshine and local pride, to like oranges and grapefruit. But Emperor Jr. 10th represents a rise to new heights—he likes

them so well that he will go to the effort of standing up on his hind legs, all 1,550 pounds of him, to get at them. In fact he has already stripped away all the fruit in his orchard that is within bull-reach. To show off the trick his owner, T. P. Chaires of Bradenton, now has to take an orange from one of the higher branches and impale it on a low-hanging twig.



THE RAPT FACES OF PARISIANS LISTENING TO GARRY DAVIS AT HIS RALLY IN A SPORTS ARENA REFLECT FRANCE'S TROUBLED LONGING FOR SECURITY AND PEACE.



IN THE LEATHER WINDBREAKER THAT IS HIS TRADEMARK, DAVIS ADDRESSES HIS RALLY IN SPORTS ARENA

GARRY DAVIS CULT

A fervent "citizen of the world"

A corny, carrot-topped young American in Paris has done a disturbing and perhaps dangerous thing: he has touched the human heart of Western Europe and unloosed a force which appalls even him. The young man is 26-year-old Garry Davis (*left*), and the force he has tapped is the despairing, instinctive urge for peace and security in the postwar world. Davis established himself as an apostle of peace last spring when he renounced his U.S. citizenship, proclaimed himself "a citizen of the world" and called upon the U.N. to make way for a world state forthwith. His father, Orchestra Leader Meyer Davis, publicly begged him to come to his senses, and he was generally dismissed as a rather sophomoric upstart when he got himself ejected from a U.N. meeting. Correspondents hardly bothered to quote him when he explained his philosophy: "Here we are," he would say, "in one little world, one planet. . . . Everybody agrees that world government is the logical solution. . . . Peace doesn't come through hope, prayer or time; we have to reach out and grasp what is within reach." Last December, as much to his sur-



DAVIS' EARNESTNESS IMPRESSES WOMEN LISTENERS



THE GROWING DAVIS FOLLOWING INCLUDES MANY "PLAIN PEOPLE" WHO FERVENTLY RESPOND TO CRY THAT ONE STATE FOR ONE WORLD IS "THE LOGICAL SOLUTION"

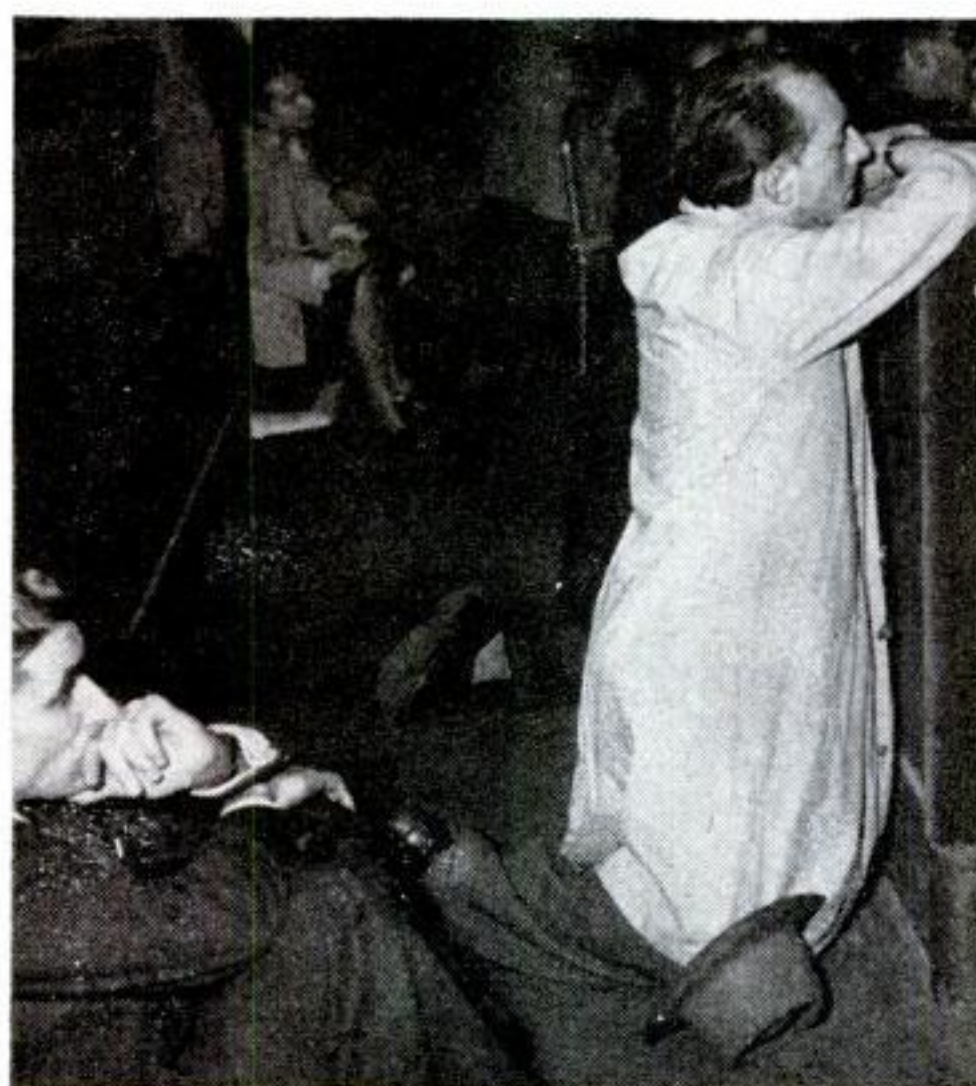
SPREADS IN EUROPE

rouses a deep longing for peace

prise as anybody's, Garry Davis suddenly ceased to be a funny young man. Three thousand Parisians, troubled by the conviction that the Red army can take France in any week it pleases and that war is therefore pointless, jammed a Paris music hall to hear him. Two thousand more could not get seats. Then, shortly afterward, some 15,000 turned out for a Davis rally in a Paris sports arena (above). Letters poured in at the rate of 400 a day ("I think you are Christ come back to earth," an Italian wrote). Last week Davis had a permit to visit Germany, where Davisites are joining up by the thousands and proclaiming the gospel in street parades (right). Novelist Albert Camus (*The Plague*) and other French intellectuals formed "The Association for the International Registry of World Citizens and Peoples' Assembly." The Communists snorted at first, then edged toward the bandwagon. Well they might: the human urge for peace could easily become an overwhelming urge for "peace at any price" and so give Soviet Russia a mighty weapon in the cold and relentless war that Garry Davis cannot talk away.



WESTERN BERLINERS PARADE ON DEC. 30. ONE SIGN SAYS "WORLD GOVERNMENT GUARANTEES WORLD PEACE"



MANY IN THE AUDIENCES HAVE A LOOK OF ECSTATIC WORSHIP. DAVIS NOW TELLS THEM THEY NEED NOT RENOUNCE NATIONAL CITIZENSHIP TO JOIN WORLD STATE

U.S. EDITORIALISTS SPEAK

THEY WANT TO CUT THE COST OF GOVERNMENT BUT MUFF THE JOB OF DETAILING HOW AND WHERE

After outfoxing them as a prophet and out-boxing them as a campaign fighter, President Truman probably has very little use for the majority of the nation's editorial writers. Judged by the returns of Nov. 2, 1948, they are a remarkably uninfluential crew. The stigma of failure is upon them—failure to guess the tone and temper of the voting majority, failure to persuade a crucial number of that majority that the "tax and spend" philosophy of government has its pitfalls and limitations. In the light of this failure the President has a pragmatic sanction on his side for ignoring anything the editorial writers of the land may presume to say about the Administration's program for the 81st Congress.

But just as the voice of the majority is not always the Voice of God, the voice of the minority is not necessarily the voice of the devil. Editorial writers will continue to write, and what they have to say collectively could conceivably have some influence on Congress. The important question is not whether the editorial writers are, generally speaking, in the minority party in 1949 but whether they have anything lucid, cogent and compelling to say about the Truman program from their own point of view.

Dismay Is General

Looking across the land for newspaper comment on the President's State of the Union, Economic Report and Budget messages, we find a general dismay at the cost of government for the fifth postwar year. The dismay is, of course, the loudest in Republican editorial sanctums. But with one dollar out of every five dollars of national income going into the federal tax till, newspapers of every affiliation have emitted editorial squeaks. The *Baltimore Sun* (Independent Democrat) thinks that Truman has a "thirst for the millennium overnight." The *Boston Herald* (Independent Republican) remarks acerbically that Mr. Truman is "for Utopia but impatient with eternity and wants to bring it about before 1952." The *New Orleans Times-Picayune* (Independent Democrat) wonders whether a democratic government can "accomplish simultaneously all Mr. Truman outlines for us." The *Detroit Free Press* (Independent) objects to the "Truman Deal" as "Centralization of power in the executive through taxing and taxing, spending at home and abroad, electing and electing those who promise to keep the trough filled to the brim." The *Seattle Times* (Independent) says Truman is putting us "still farther along the road to Statism." The *Kansas City Star* (Independent) is dubious about the Truman program but softens its criticism by saying that "it demands thorough study and analysis" and "Congress must decide." The Scripps-Howard papers (Independent) speak in different accents but to the same effect in different cities: the *Cleveland Press* says mildly that Truman's plan for making the "Government the broker between patient and doctor" is something that "will take a lot of study and debate," while the *New York World-Telegram* thinks it an interesting coincidence that Governor Dewey must demand bigger taxes for social services simultaneously with Truman's demand.

In Chicago the *Tribune* (McCormick-Re-

publican) puts its opinion of the Truman program into a single word: "puerile." The *Chicago Sun-Times* (Marshall Field-Democratic) thinks, on the other hand, that Truman offers a "courageous application of the progressive idea to the needs of America." The *Atlanta Journal* (Democratic) says the Truman program "seems altogether an admirable statement of the measures required from a liberal party at this critical time, with human rights put high above property rights." In New York City the *Post Home News* (generally sympathetic to Truman) and the *New York Star* (which supported Truman in the election) like the general tenor of the Truman messages but are rather appalled to contemplate the amount which this country has to pay because of past and possible future wars. The *New York Herald Tribune*, while it has some sophisticated remarks to make about the uselessness of "tribal" outcries for economy, is convinced that Truman has offered a "ragbag" message that doesn't add up to anything consistent "in terms either of the 'planned economy' or of the enterprise system." The *New York Times* is for Truman's social objectives but wonders about ways and means of reaching them "without breaking the back of the government's credit and without overburdening the economy of the country." As for the *Daily Worker* (Communist), it sees in the \$15 billion military budget an imperialist plot against the Soviet Union.

A few of the pro-Truman editorial writers question virtually nothing in the three presidential messages. But most of the editorialists, Right or Left, agree either directly or by implication that the pruning knife should be taken to the budget. The trouble with the general cry for economy is that it lacks any consistent program of its own. The *New York Post Home News* requests that Congress "earnestly direct its attention to the \$15 billion plus earmarked for arms." The *Washington Post* hopes the President will gear agriculture price supports to a "sliding scale," not to "a complete 90% price support." Some papers argue that it is no time to subsidize costly social services when the "cold war" and the Marshall Plan are demanding such outlays of cash. The difference of opinion between those who want to cheese-pare the social services and those who want to hack at the military budget probably means that none of them will be listened to. For a divided public opinion on ways and means of saving tax money gives both the military and the social service budget supporters the same opportunity for logrolling that the proponents of various tariffs have used so effectively—and disastrously—throughout our history.

Need for Detail

A more important reason why the editorial cries for "economy" won't be heeded is the lack of specific advice on what, where, why. Budgets can only be cut in detail. Of all the editorials that we have seen, only the ones in the *New York Herald Tribune* for Jan. 11 and 12 really get down to cases in this matter of reducing the cost of government for the fifth postwar year. The *Herald Tribune* suggests that "the present level of military effectiveness could be provided for less than \$15 billion a year." It could be done by "a reconsideration of basic policy that

would really convert the three bitterly hostile services into a single team; that would make the two Marine divisions a coordinated part of the 10 projected Army divisions; that would make the 7,450 active planes contemplated for the Navy and Marine air components a genuine supplement to and team part of the 9,200 planes allotted to the Air Force; that would make the whole not an uneasy yoking of three different and rival forces but a single instrument operating through its several parts for efficient national defense." "One cannot avoid the feeling," continues the *Herald Tribune* editorial writer, "that Congress last year, when it insisted on the 70-group program, was trying to force some such result. It dimly felt that the land-based planes might be a cheaper substitute for tanks or carriers, that some basically better allocation could be made of available resources to existing weapons and services." Dealing in such detail the *Herald Tribune* editorial writer carries conviction that his is not a "simple tribal outcry for economy" but a real bit of show-how backed by solid know-how.

Principles at Issue

From the standpoint of successful presentation of general principle the *New Orleans Item*, the *Boston Herald* and the *New York World-Telegram* produced the ablest comments on the Truman program to reach our desk. The *New Orleans Item* raises the issue of "the larger implications of the course" that Truman is urging on the nation. Nowhere in the State of the Union message, says the *Item*, does the President seem to be aware that he is proceeding on the assumption "that the American people are looking to their servants in Washington to run the country—not just the government." The *Boston Herald* brings up the subject of Maynard Keynes, the British economist who provided the rationale for heavy government spending in depression periods. Keynes was the economic philosopher of the Rooseveltian New Deal. But he cannot be pressed into service by the Truman "Fair Deal," for he advocated a retraction of government spending in times of prosperity. The *Boston Herald* editorial writer inferentially commends Keynes to Truman and his economic advisers. As for the *New York World-Telegram*, it reminds us that "students of government used to say that no country could long escape economic disaster if one fourth or more of its national income had to go for taxes." The *World-Telegram* admits that no one can guess in advance just what straw will break a camel's back, but it hopes we won't find out too late to save the camel.

It has been said before that the columnists have stolen the thunder of the editorial writers, and the charge is borne out by comparing the columns and the editorials devoted to the Truman messages. The real thunder in the Scripps-Howard papers about the danger of taxing away our reserves for risk investment was provided not by the editorialists but by Eleanor Roosevelt. Taking off from the general subject of Truman's economic message, Mrs. Roosevelt argued that "it is essential to a high level of employment that it be profitable for capital to be invested not just in safe enterprises but in new and untried enterprises." Considering the source, that must sock her readers in the eye.



*"I serve it-and,
it serves me..."*



...TO PLEASE MY MAN

"Breathes there a man who doesn't go all out for the taste of good, homey vegetable soup? Men love the vegetables and the homey beef stock in Campbell's Vegetable Soup. Certainly *my* husband does!"

...FOR MY CHILDREN'S LUNCHES

"And of course all those fifteen different garden vegetables Campbell's put in it, and that fine beef stock make it so nourishing for youngsters. Mine just spoon up this good soup, and usually ask for more!"

...AS MY ALL-THE-FAMILY SOUP

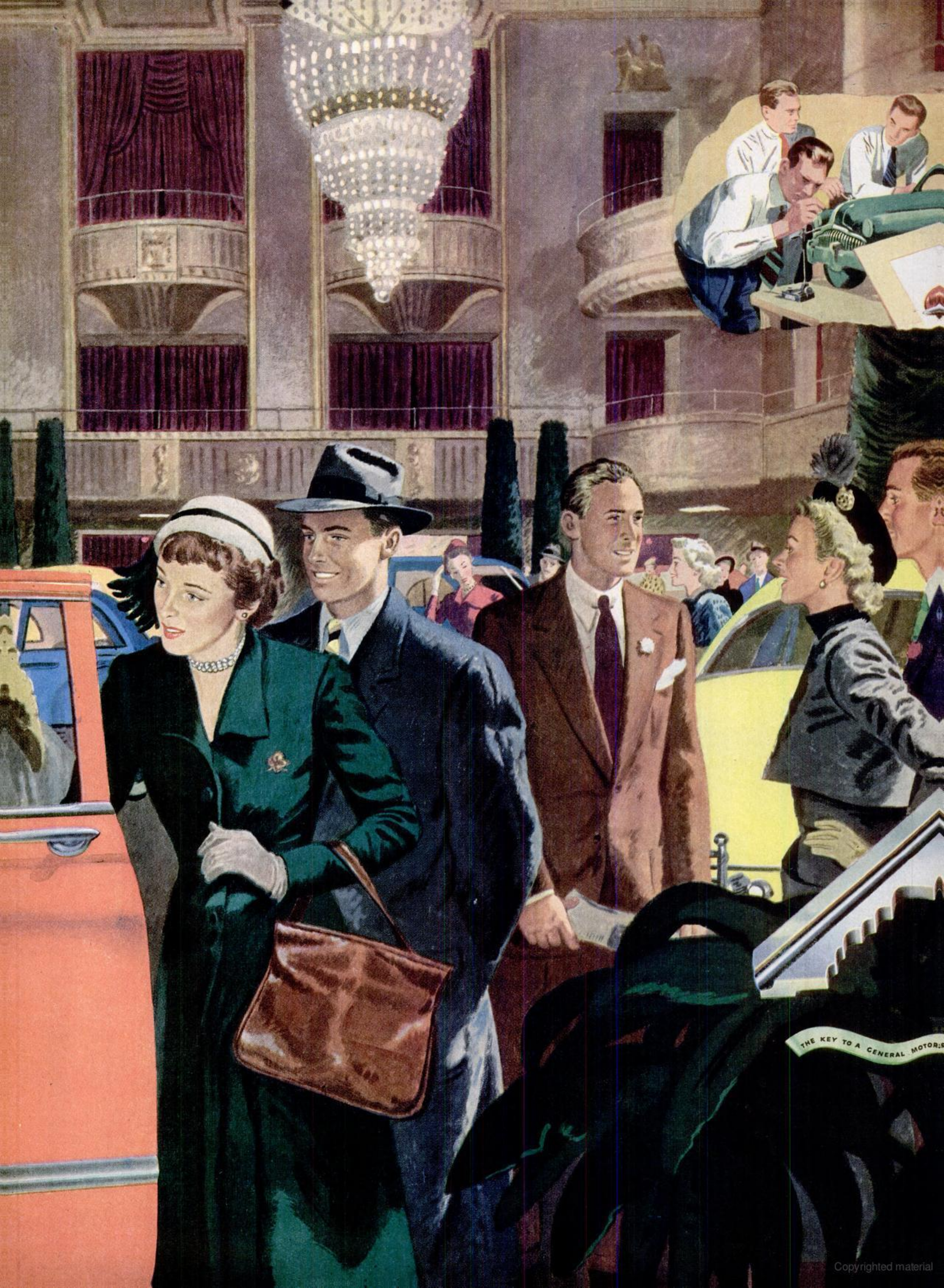
"So, naturally, I've made this my all-the-family soup. It's a *main-dish* that's a *man-dish* every time, and a children's delight, too. I call it almost a meal in itself!"

I serve it—
And it serves me...
For children's lunch—
For family!



LOOK FOR THE RED-AND-WHITE LABEL

Campbell's VEGETABLE SOUP
15 GARDEN VEGETABLES IN A HOMEY BEEF STOCK



THE KEY TO A GENERAL MOTOR



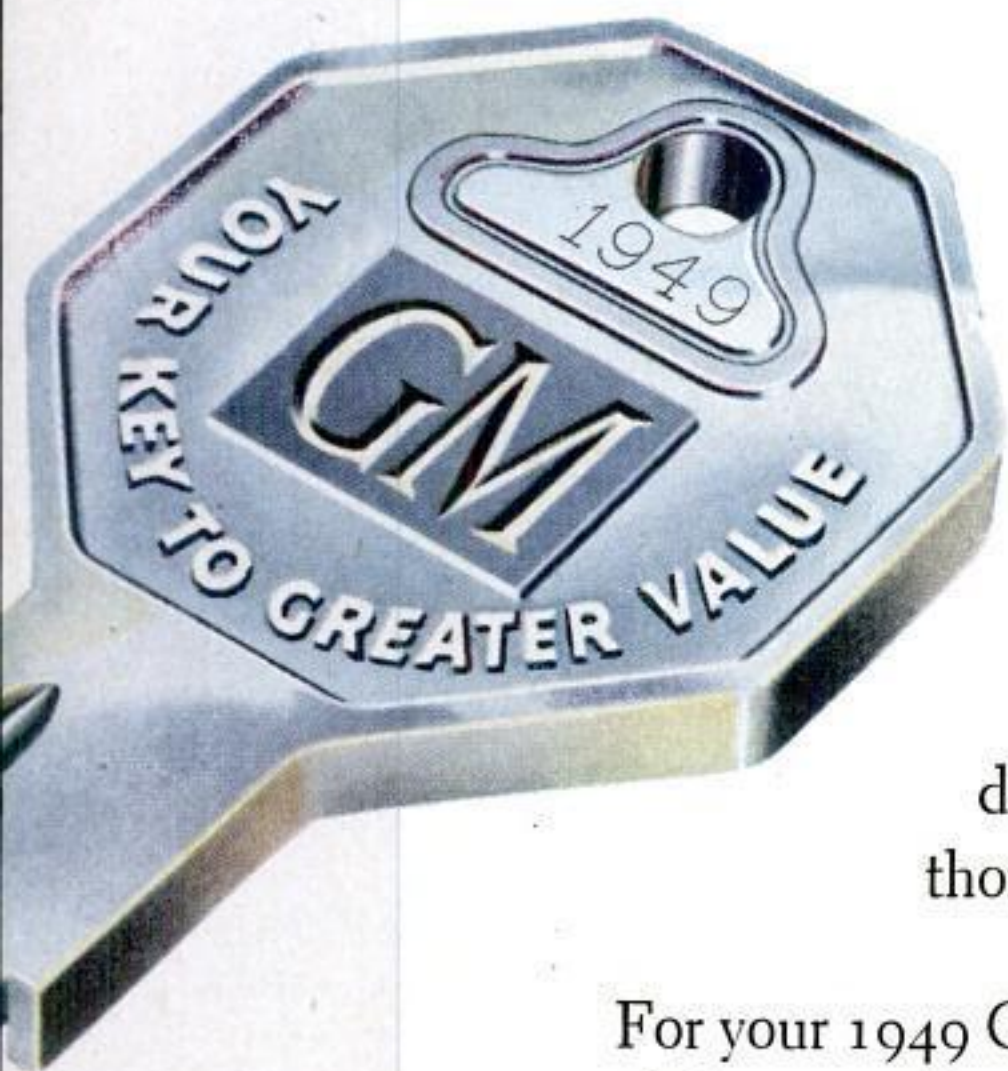
Proof that you can see better. In this test of new designs, bulbs — placed where driver's eyes would be — cast light patterns which show your "seeing area." Results? Better visibility, safer driving.



Checking for comfort — models of the finished interior are "tried on for size" by representative riders of all builds. Engineers carefully check head-room, leg-room, seat angles, instrument vision, with actual people serving as "human yardsticks."

Many are called but few are chosen. In developing new models, GM stylists consider hundreds of sketches — also make and study miniature clay sculptures.

Key to sound styling



All the new GM cars for 1949 are on display this month.

And one good look tells you how *sound* their styling is — as well as how smart.

You enter easily into spacious interiors, with high visibility and deep-seated comfort. You enjoy superb trim and fittings, find evidence of thorough planning on every hand.

For your 1949 GM car is not merely a work of the stylist's art. Into each has gone months of work in research, engineering and production that combine to give it comfort, convenience, performance and durability along with surpassing beauty.

That's why so many people already are saying that GM sets the pace in the 1949 automotive parade.

*Your key to
Greater Value*



"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
BODY BY FISHER • GMC TRUCK & COACH

NOW! HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.



The work-free-est, farm-freshest spinach that ever ringed a dish -- Birds Eye Spinach!

It's super spinach . . . joy-full eating . . .

Tender, young "thick-leaf" green stuff with that *farm-fresh* flavor you *always* get in Birds Eye vegetables.

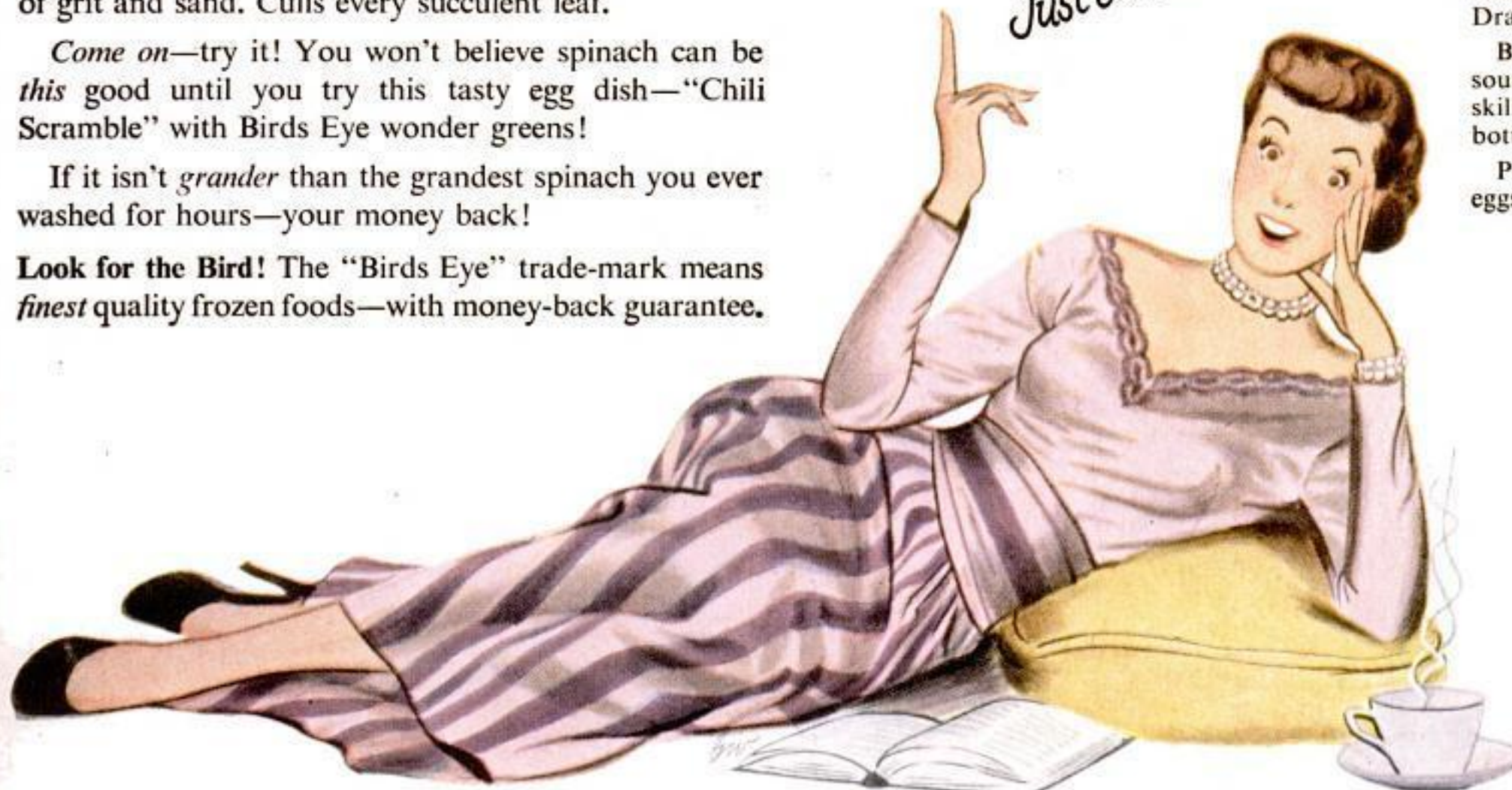
And it's yours to enjoy without washing a leaf, without culling a stem. Birds Eye *showers* away every grain of grit and sand. Culls every succulent leaf.

Come on—try it! You won't believe spinach can be *this* good until you try this tasty egg dish—"Chili Scramble" with Birds Eye wonder greens!

If it isn't *grander* than the grandest spinach you ever washed for hours—your money back!

Look for the Bird! The "Birds Eye" trade-mark means *finest* quality frozen foods—with money-back guarantee.

*No washing!
No culling!
Just cook and eat!*



Recipe for CHILI SCRAMBLE in Birds Eye Spinach Ring

1 box Birds Eye (it's work-free, wonderful!) Spinach • Dash of nutmeg
2 tablespoons butter • 6 eggs • ½ teaspoon prepared mustard
½ cup sour cream • ¼ teaspoon chili powder • ½ teaspoon salt
Dash of pepper • 2 tablespoons butter • Paprika

Cook *farm-fresh, work-free* Birds Eye Spinach as directed on package. Drain; then season with nutmeg and butter.

Beat eggs with a fork until whites and yolks are well mixed. Add mustard, sour cream, chili powder, salt, and pepper. Stir to blend. Melt butter in skillet; add egg mixture and cook over low heat, stirring regularly across bottom of pan, until creamy flakes are formed.

Place eggs in serving dish and surround with Birds Eye Spinach. Sprinkle eggs with paprika and garnish ring with radishes. Makes 3 to 4 servings.



Product of
General Foods



ON THE WITNESS STAND AMY MALLARD COLLAPSES WHILE TELLING HOW HER HUSBAND WAS KILLED, FALLS TO THE FLOOR PRAYING AND WEEPING HYSTERICALLY

WIDOW OF LYNCH VICTIM SOBS OUT HER GRIEF

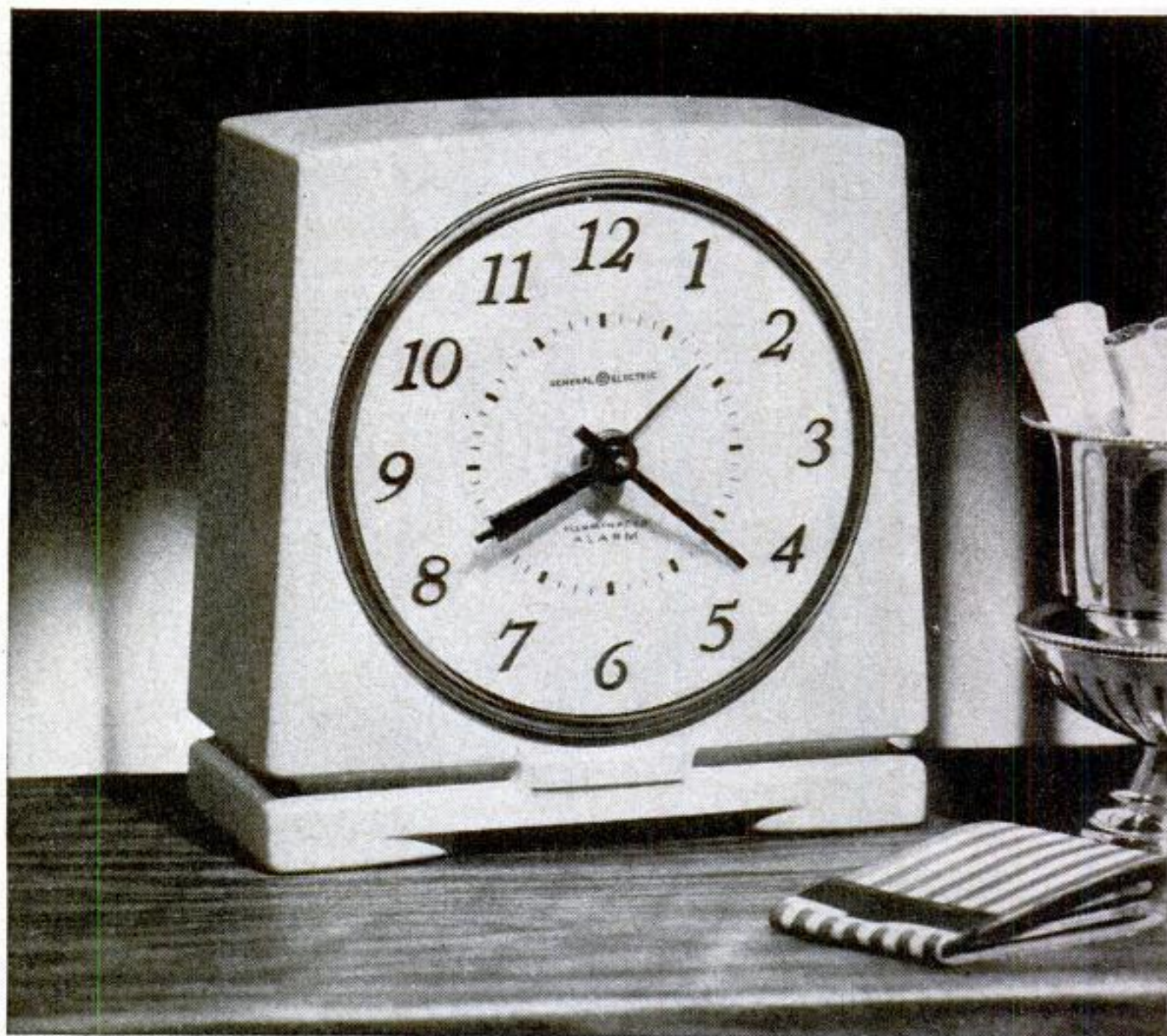
These striking photographs of human grief and terror were made by LIFE Photographer Francis Miller last week in a little courtroom in Lyons, Ga. To the witness stand went Amy Mallard, teacher and widow of Robert Mallard, to tell how her husband had been shot to death last November by a mob of white men who considered him too "uppity." Although she has feared for her own life ever since, she began her story calmly, telling how she and her husband were riding in their brand-new

automobile. Then, as she told of the hooded men swarming about the car on a lonely country road, of the pistol shots that pierced the darkness, her body twisted in anguish and she suddenly shouted, "It was horrible! Oh Lawdy, oh murder! They killed him. . . . I can see them!" Her voice rose to a high wail and she dropped to the floor on her knees. "I can see them. . . . Oh murder! Murder!"

In the courtroom crowd—composed largely of loyal Toombs County citizens who resented pros-

perous Robert Mallard for being "nigger rich"—several men snickered out loud. Finally Mrs. Mallard's hysteria subsided and the trial resumed. A dozen witnesses testified that the Mallards' reputation was "bad," that the reputation of Defendant William Howell was "good." Even two jurors, called as witnesses in an old common-law courtroom maneuver, testified that they would not believe Mrs. Mallard under oath. The jury went out for 25 minutes and brought in a not-guilty verdict.

What's bright at night,
always right?



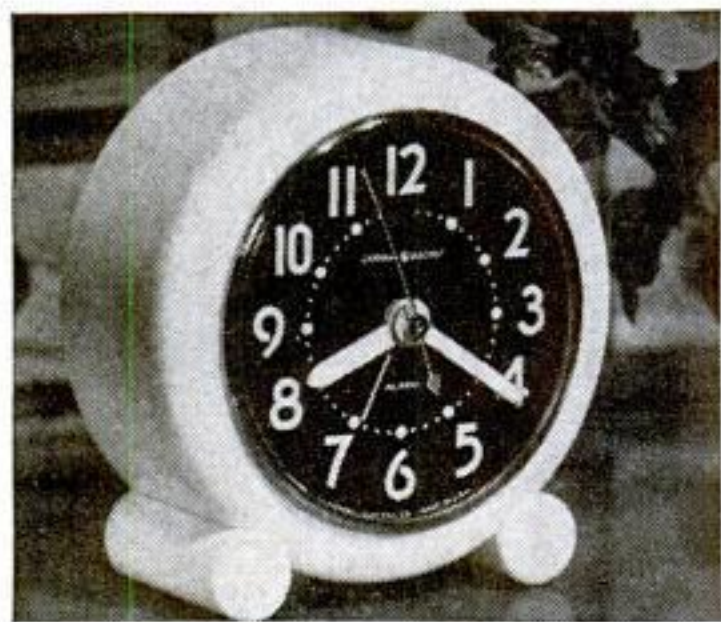
THE MORNING STAR... \$7.95 plus tax

Besides the two excellent qualities mentioned above, this handsome General Electric Alarm Clock wakes you on time, every time!

Here's why it's bright at night—if you happen to like a night light in the long, dark winter. Just flick a small switch on the back, and presto!—the face lights up! Clearly "readable"!

Here's why it's *always* right, PLUS the many other advantages which cause people to buy G-E Clocks in such tremendous numbers:

1. No winding . . . self-starting, just plug in.
2. Quiet . . . no ticktock.
3. Dependable . . . wakes you on time, every time.
4. Accurate . . . electrically checked by your power company to correspond with official Naval Observatory Time.



NOTE: To people who still imagine that G-E Electric Alarm Clocks are expensive, consider the

Heralder . . . \$4.95, plus tax

Here's a rock-bottom-priced General Electric Alarm Clock that brings you ALL the features mentioned above. And it WILL get you up—on time! For only \$4.95! There are many other G-E Alarm Clocks on display at your dealer's, at prices ranging from \$4.95 to \$17.95. General Electric Company, Bridgeport 2, Conn.

All prices subject to change without notice.

Why wind a clock today? Get a General Electric Clock and forget it!

GENERAL  ELECTRIC



OIL CENTER BURNS as troops approach Tjepoe after securing Republican capital. Last week guerrilla use of "scorched earth" tactics was spreading.

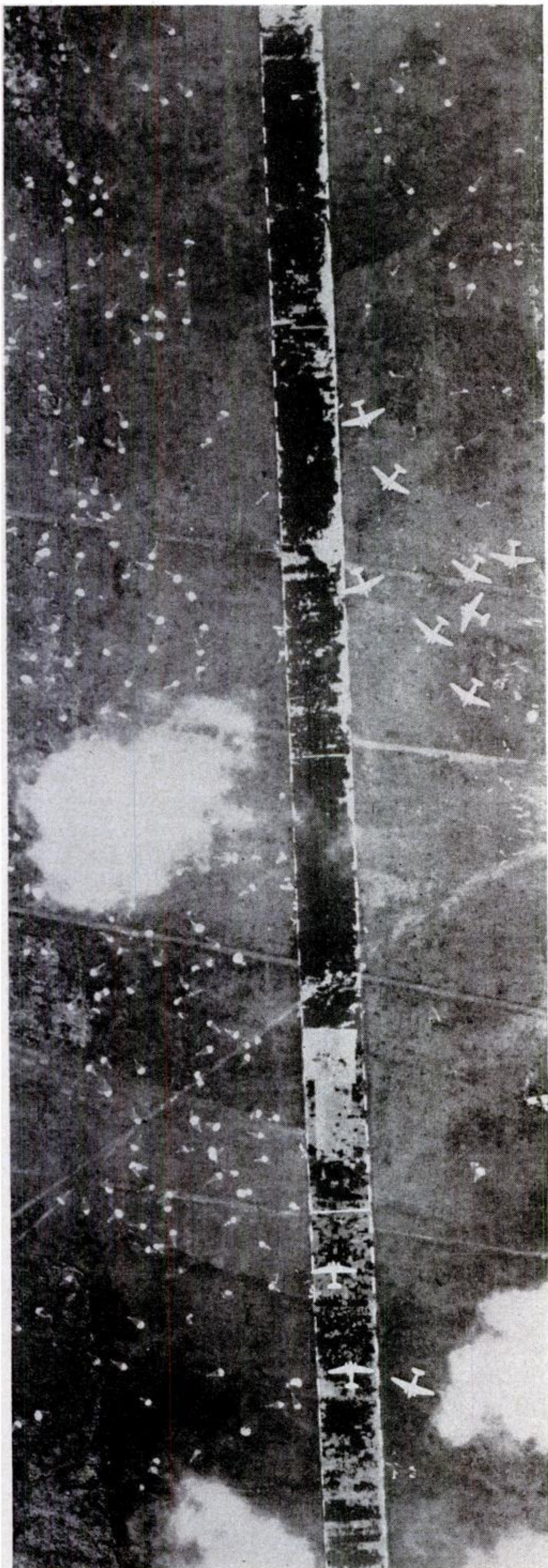
POLICE ACTION OR WAR?

Guerrillas fight back against Dutch in Indonesia

Last week news pictures depicting the Dutch effort to suppress the 3-year-old Republic of Indonesia reached the U.S. With the pictures came news that the "police action" was really a small war, being fought in the forests and mountains and along the muddy streams of Java and Sumatra. Republican guerrillas, seemingly helpless when an army of 130,000 launched its attack Dec. 19 with a paratroop drop on Jogjakarta (right), had reportedly recaptured several towns and caused a U.N. commission to suggest that the Dutch could not keep the "order" they claimed to be restoring. The Dutch, already under fire from the U.N. and the U.S. Government, retorted that guerrilla action merely proved what they had said all along—the republic was impossibly weak, a boon only to the Communists, incapable of taking its place in the "independent" United States of Indonesia the Dutch propose to establish on their own terms. At stake were huge investments in the rubber, tin and palm oil of Indonesia—and the loyalties of millions of Asiatics determined to emerge from colonial subservience to the West. Pandit Nehru, prime minister of newly independent India, has invited representatives of 20 countries to a New Delhi conference this week to support this "valiant and righteous struggle against aggressive imperialism."



CRUDE BANKNOTE, its value scrawled in crayon, was found by Dutch on Sumatra where some Republican leaders fled to set up a rump government.



PARACHUTES dot Maguwo Airport as Dutch troops land to seize republic's capital. Some equipment Dutch used was U.S. lend-lease and war surplus.

CONTINUED ON NEXT PAGE

NOW- VITONIE your Skin



For fresher, younger-looking Beauty

Now, VITONE, a skin-smoother called finer than Lanolin, enriches Jergens Face Cream!

When you Vitone your skin, you do more than cream it... Vitone-rich Jergens Face Cream is a *one cream complete* beauty treatment that really works. Doctors' tests show 8 out of 10 complexions softer, smoother, fresher with Vitone-rich Jergens Face Cream!

So Vitone your skin for that clear, glowing beauty men admire. All-purpose Jergens Face Cream is a deep-cleanser, a softener, a dry skin cream, a powder base! Yet, it costs no more than ordinary creams. 20¢ to \$1.39 a jar (plus tax).

Now yours—Jergens Beauty Kit! Contains generous samples of Jergens Lotion, Powder, Face Cream and Dryad Deodorant. Send 10¢ to cover handling and postage to The Andrew Jergens Co., Box 6, Dept. 450, Cincinnati 14, Ohio. Sorry, offer good in U.S.A. only, expires Dec. 31, 1949.



Vitone your Skin with **Jergens Face Cream**

DENTISTS SAY:

**Colgate
Tooth Powder**
with the 2-minute routine
**Gets Teeth
Sparkling And
Super-Clean**



**OVER 4,000 DENTISTS,
IN A NATIONWIDE SURVEY,
APPROVE THIS EASY
CLEANING METHOD**

- 1** Simply brush teeth for two minutes, morning and night, with Colgate Tooth Powder.
- 2** Brush *all three* surfaces—front, back, and biting edges of teeth.
- 3** Always brush *away* from the gums.

REMOVES DULL FILM— REFRESHES THE MOUTH

See how easily this routine removes dull film, gets teeth naturally bright. You'll love Colgate Tooth Powder's refreshing flavor, too. Leaves breath sweet.



NO BREATH WORRIES...
Colgate Tooth Powder leaves breath "romance-clean".



*No dentifrice
can get Teeth
and Breath cleaner!*

"Police Action" CONTINUED



PRIZE PRISONER in the first day of the Dutch attack is republican President Achmed Soekarno (left), shown leaving presidential palace in a jeep. It was his government that the Dutch charged was too weak to control its armies.



PROBLEMS OF TERRAIN slow Dutch bicycle troops as they advance in northern Sumatra, a mass of tangled forests where most transportation is still by river. The terrain favors the guerrillas, who have destroyed the plantations.

Fast HELP for HEADACHE

UPSET
STOMACH
JUMPY
NERVES

**BROMO-
SELTZER**

**FIGHTS HEADACHE
THREE WAYS**

For fast help from ordinary headache take Emerson's Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



SORE, CHAPPED LIPS?

Quick relief with MENTHOLATUM



● Don't suffer from painful dry, cracked lips this winter—reach for Mentholum. Feel fast-acting Mentholum's famous combination of menthol, camphor and other ingredients soothe tender lip skin, revive dried-out skin cells, help them retain needed moisture. Soon smarting pain leaves, lips feel smoother—it's a pleasure to smile again. In tubes and jars—35¢, 75¢.

MENTHOLATUM

The happiest brides have

Community



For Keeps—it's every bride's dream come true—gracious, treasured Community Silverplate with its famous long-life "Overlay", sensibly priced patterns. Your jeweler will tell you...

If it's Community*...it's correct!

(No Federal Tax)

jon whitcomb

COMMUNITY . . . THE FINEST SILVERPLATE . . . ONEIDA LTD., ONEIDA, NEW YORK

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WIN! TRAVEL CRUISES OF A LIFETIME...\$50,000⁰⁰ CONTEST



First Prize
AROUND THE WORLD FOR TWO
OR \$10,000 CASH

Additional Prizes

15 ROUND TRIPS TO EUROPE OR \$2,500 CASH to each winner

400 CASH PRIZES OF \$10 EACH

416 PRIZES IN ALL!

Visit 22 of the Most Fascinating Cities on Earth...



Paris

**All travel expenses paid ...
Plus \$1,000 pocket money ...
Plus \$700 travel wardrobe ...
For first prize winner!**

PICTURE yourself strolling the boulevards of famous foreign cities...exploring their glamorous shops and bazaars...something excitingly new and different to do or see every day! Whether you take the trip or take the cash, both are dreams of a lifetime! And they'll come true for winners in this exciting new Lever \$50,000 Travel Contest! Enter now!

First Prize: A Cruise Around the World for Two — or \$10,000 in cash!

101-day tour to 22 ports. Includes all travel costs from your home and back again plus ...\$700 for new clothes...\$1,000 for pocket money...total value \$10,000.

Second Prizes: 15 Round Trips to Europe or \$2,500 cash to each winner.

All travel expenses from home and back again...sailing on the Queen Elizabeth...best accommodations in England, France,

Switzerland, Belgium and Italy...\$400 for pocket money...\$100 for travel luggage.

400 Third Prizes: Each a crisp, new \$10 bill.

All trips arranged by Thos. Cook & Son, Inc., world famous travel service.

SO EASY TO ENTER! Here's all you do:

1. In 25 words or less tell why you like the Large or Bath Sizes of any one of these fine Lever Products: Swan, Lux Flakes, Rinso, Lux Toilet Soap, Lifebuoy, Spry, Silver Dust. Just finish the following statement:

"I like large or bath size
(PRODUCT NAME GOES HERE) because ...
(FINISH IN 25 WORDS OR LESS) .."

Suggestion: In writing your entry, consider both quality of product and size.

Use ordinary paper or entry blanks from your store. Print clearly your name and address. Use adequate postage.

2. Send as many entries as you wish to Lever "Tour-the-World" Contest, P. O. Box 154, New York 8, N.Y. With each entry enclose a wrapper or box top from any Large or Bath Size Lever Product pictured below.

3. The contest is open now. Entries to be eligible must be postmarked not later than February 26, 1949 and received not later than March 7, 1949.

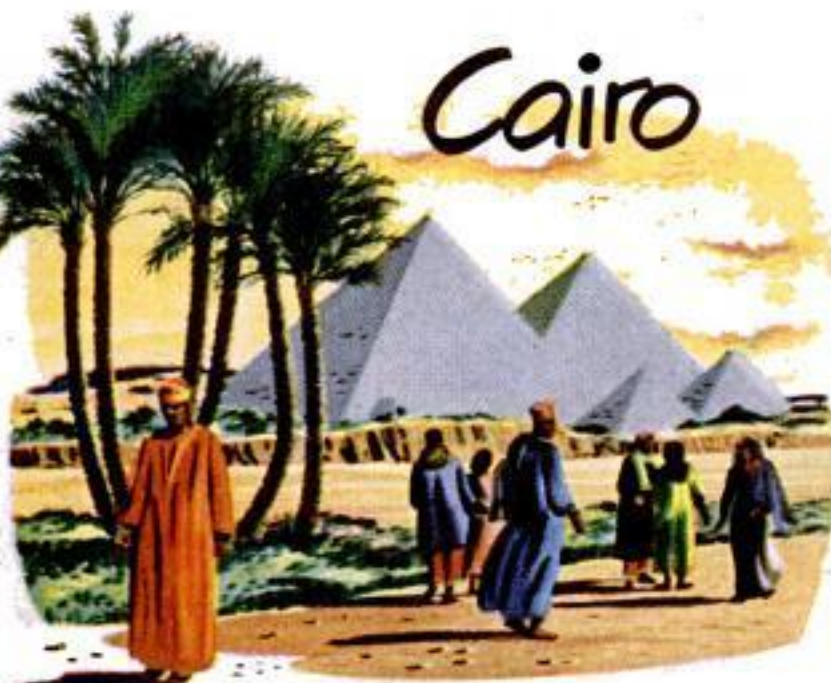
4. Everyone in the continental United States, Alaska and Hawaii may enter, except employees (and members of their immediate families) of Lever Brothers Company, its subsidiaries, its associated companies or their advertising agencies.

5. Prizes will be awarded on the basis of sincerity, originality and aptness. Judges' decisions are final. Duplicate prizes in case of ties. Entries must be the original work of contestants submitted in their names. All members of a family may compete but only one prize will be awarded to a family. All entries become the property of Lever Brothers Company. Contest subject to Federal, State and local regulations.

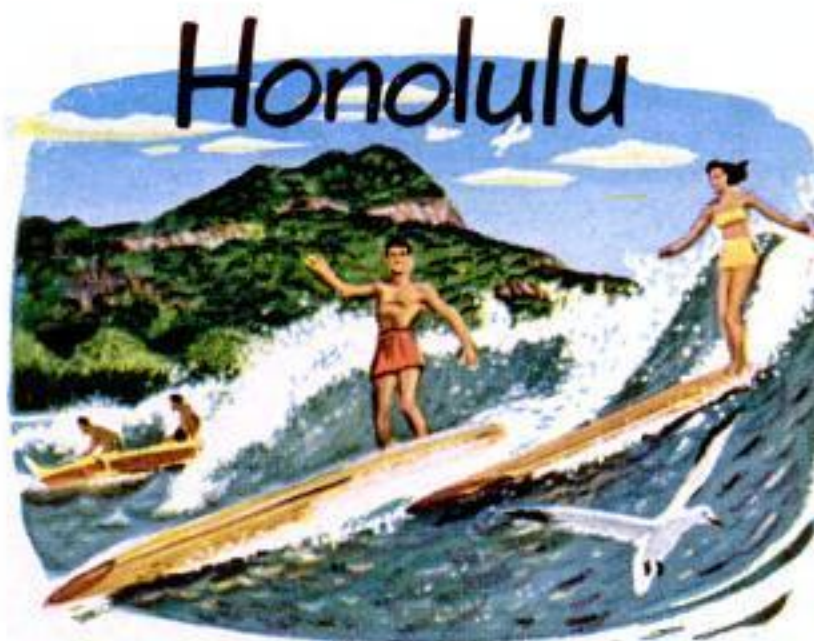
6. All winners will be notified by mail as soon as possible after the close of the contest. A list of winners will be sent on request accompanied by a stamped self-addressed envelope.



London



Cairo



Honolulu



Enter with any one of these LARGE SIZE Lever Products

YOU CAN WIN! IT'S EASY TO ENTER THE LEVER BROTHERS COMPANY BIG \$50,000 CONTEST!

ARKANSAS' SMART NEW GOVERNOR



FROM ROOFTOP IN DOWNTOWN LITTLE ROCK, McMATH SURVEYS NEW DOMAIN. CAPITOL IS IN BACKGROUND

Sid McMath is only 36 but his state's hottest politician. The Truman regime has great hopes for him

Although the Dixiecrats have made all the noise, something else much more important has been happening in Southern politics. This is the rise of the young Democrats—of whom the handsome young man above is perhaps the best and certainly the most successful. Sidney Sanders McMath is only 36. He began life as the son of a barber, and as a schoolboy he picked cotton and shined shoes in his spare time. When it came time for college he hitchhiked to the University of Arkansas campus and arrived with \$2.50 in his pocket. But while he worked his way through law school he managed to show his talents by being elected president of the freshman class, president of the sophomore class, manager of the student annual and president of the student body. Sid McMath, good-looking, gregarious and full of beans, was obviously a natural-born, red-hot politician. He was also, it turned out, a man of ideals. He wanted nothing to do with the kind of politicians who reigned supreme in his home town of Hot Springs.

Ever since McMath was 14 years old, high-rid-

ing Leo Patrick McLaughlin had been mayor of Hot Springs. When the machine needed votes it bought up poll-tax receipts. When the city treasury needed money the machine slapped fines on the gamblers who ran wide open on Central Avenue. In spring, when the race track was going and the weather was at its best, almost every big-time gangster in the U.S. could be found in Hot Springs, spending money like the water that bubbled from the mineral baths. Hot Springs, too prosperous to mind a little graft, seemed to like it that way. But while McMath was in the Marines (p. 42) he pondered the problem and decided he knew how to change the city's mind.

Even before he got out of uniform Sid McMath went to work as if he were running in a popularity contest. He became head of the Veterans of Foreign Wars in Hot Springs and state vice-commander of the young AMVETS. At the Methodist Church he organized and taught one of the biggest men's Bible classes the city had ever seen. With a 16 mm movie projector and films of the

fighting in the Pacific, he went around lecturing about the war to every school, church and civic club in sight. So when the smoke of the first post-war election cleared, McMath was district prosecutor and within a matter of weeks he was hard at work prosecuting none other than Mayor McLaughlin (p. 45). A family tragedy threatened to end his career (p. 46) but he came out of it more popular than ever. He ran for governor, won hands down and was inaugurated last week.

In a preinauguration visit to Washington, McMath got one of the biggest official receptions that ever bugged a governor's eyes. The Administration knows that McMath kept his state safe for the Truman ticket and out of the Dixiecrats' eager hands. It also knows that one of his first projects will be to repeal the poll tax, and the Trumanites can think of nothing nicer than a Southern governor who will go along on civil rights of his own free will. It looks as if McMath will be even more popular in Washington than in Arkansas—and that he might be moving there any election now.

About
this

NEW
long
cigarette

Basil Rathbone
says:

BR

Now, at length—quality in a
long cigarette—Fatima! First Quality
for thirty years. If you like a long ciga-
rette, buy the best of long cigarettes.
Buy Fatima... It's MY cigarette

Basil Rathbone



FIRST QUALITY FOR 30 YEARS!

Copyright 1949, Liggett & Myers Tobacco Co.

Arkansas Governor CONTINUED



IN MARINES McMath served in Samoa (above), fought in battles of Guadalcanal and Bougainville, won a Silver Star and battlefield promotion to lieutenant colonel. Already laying plans to run for prosecuting attorney in Hot Springs, he wrote and recorded what was to become his first speech of the campaign.



WITH GI BUDDIES McMath swept out the old administration and brought in this vigorous new one of young men back from war. From left are the sheriff, assessor, circuit judge, circuit clerk, McMath, county treasurer and mayor. Most of them won as "Independents" against the old Democratic machine.



CHIEF TARGET of McMath cleanup was ex-Mayor Leo McLaughlin, shown here driving his prize trotters, Scotch and Soda, in a Hot Springs parade. McLaughlin, a lover of fine horses and clothes, was known as "the Jimmy Walker of the Southwest." Under his administration wide-open gambling flourished.

CONTINUED ON PAGE 45

Copyrighted material



Hospitality is Quickly Recognized

Yes, be it lavish or modest, hospitality is quickly recognized as an expression of friendliness—and so is Budweiser. Certain customs may vary in different parts of our vast country, but thoughtful hosts in every clime have learned that guests welcome Budweiser as a gracious compliment. So it has been for generations.

Budweiser

TRADE MARK REG. U. S. PAT. OFF.



ANHEUSER-BUSCH . . . SAINT LOUIS



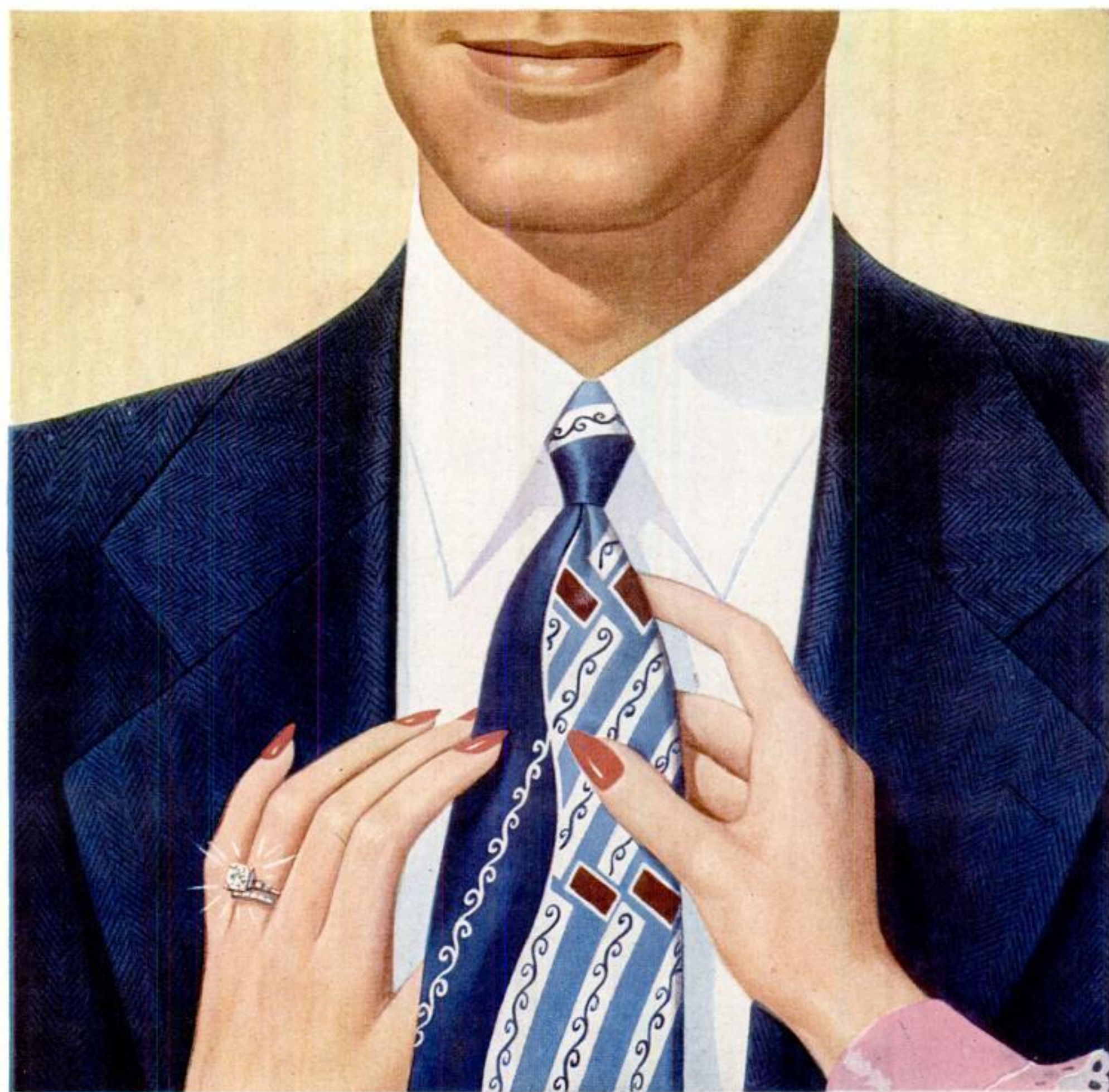
1 These got Ed off to a good start...



2 This didn't do him any harm, either...



3 Looks as though sound tactics are beginning to pay off...



4 BUT—don't forget that the world's best-looking, can't-be-copied collar, ARROW, was in there pitching for Ed day after day!

WHITE Arrow Shirts, with collar styles to flatter every type of face, bring out the *best you've got in looks!*

And all Arrow Shirts (like Arrow Dart shown above) boast MITOGA—the famous body-tapered fit, and the *Sanforized* label (fabric shrinkage less than 1%). All have *anchored-on* front buttons that don't break or chip. See these handsome white shirts, many with French cuffs, at your Arrow dealers. Equally handsome Arrow ties, \$1.00 up.

ARROW WHITE SHIRTS

»»» \$3.65 \$3.95 \$4.50 \$5.50 \$7.50 «««

Cluett, Peabody & Co., Inc., Makers of Arrow Shirts • Ties
Handkerchiefs • Underwear • Sports Shirts

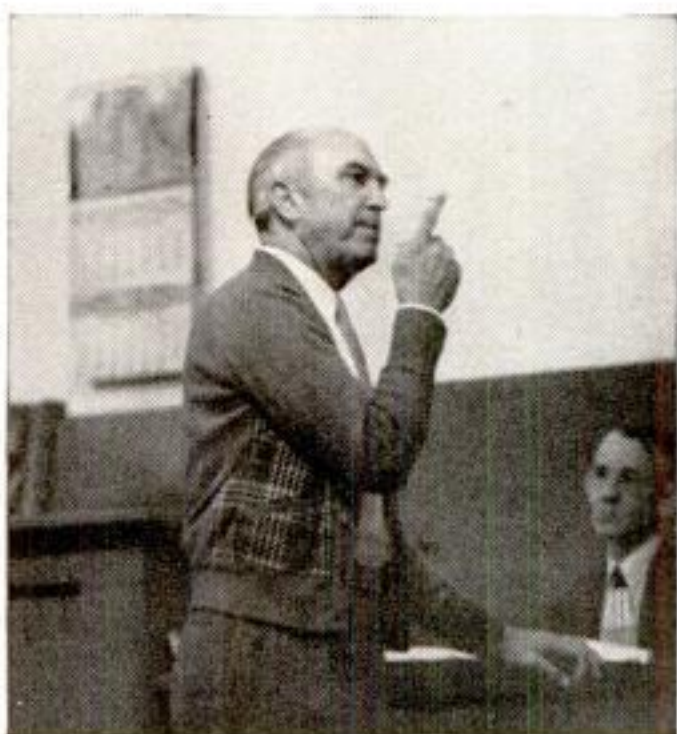
Arrow-Mitoga-Sanforized
Reg. Trademarks



IN ARKANSAS COURTROOM McMATH URGES JURY TO CONVICT McLAUGHLIN

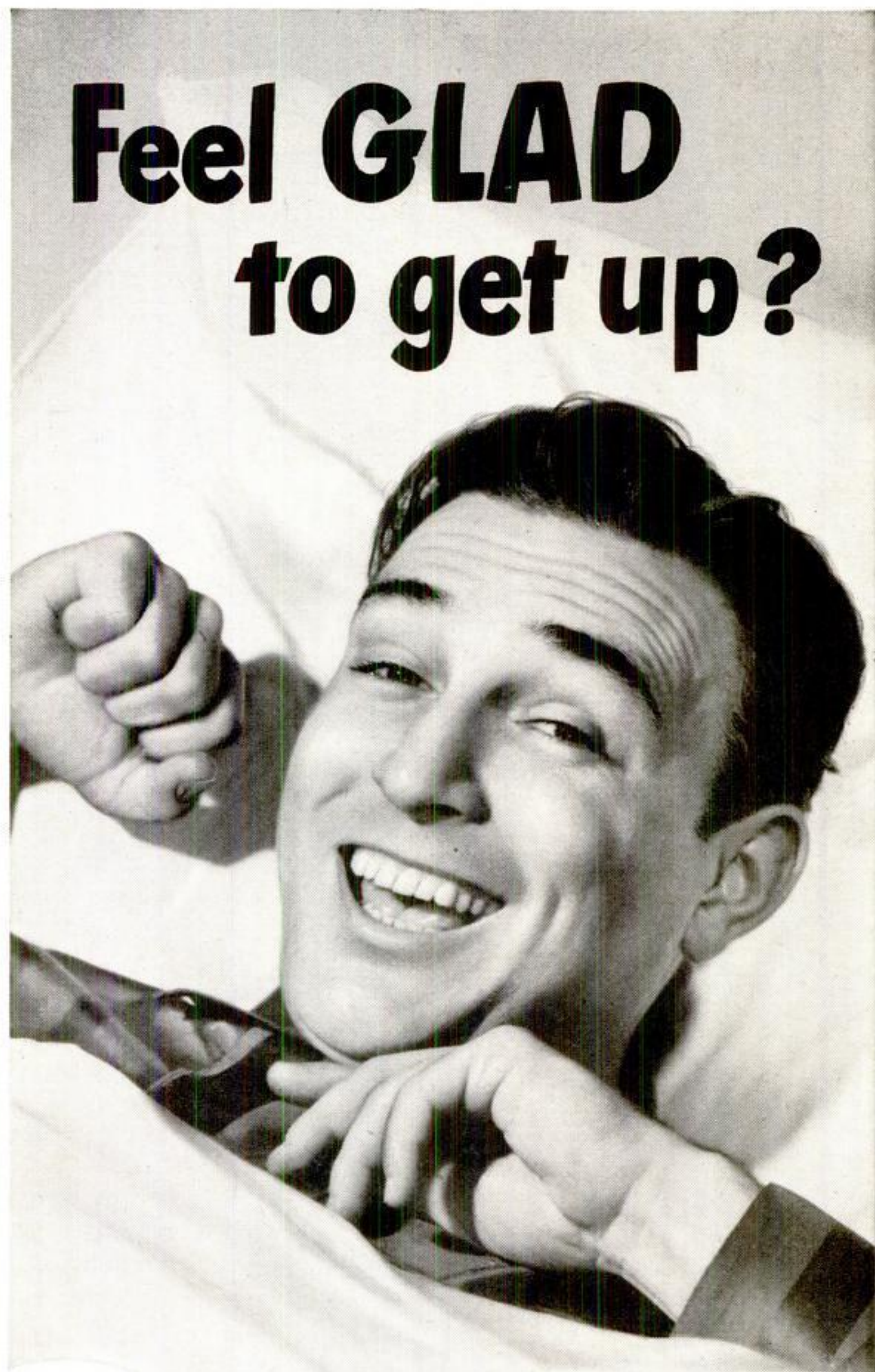
McMATH PROSECUTES EX-MAYOR

As soon as McMath became prosecuting attorney he called a special grand jury session and began investigating the old machine. He convicted two machine henchmen and got the courts to throw out thousands of fraudulent poll-tax receipts used by the machine to control elections. He also brought ex-Mayor McLaughlin to court on a charge of misappropriating public funds by paying his brother George a city salary for doing no work. McLaughlin pleaded his own case (*below*) and won a hung jury and dismissal. But the machine's power seemed to be broken.



COURT DUEL pits McMath's vigorous jury tactics (*left*) against those of ex-Mayor McLaughlin, who affected an informal sweater while pleading own case.

CONTINUED ON NEXT PAGE



Feel **GLAD** to get up?

Try this drugless way to sound refreshing sleep

IF you are troubled with restless sleep, if you wake up listless in the morning, you should not only try Ovaltine—but you should also know *why* it receives such universal recognition.

First of all you should know—for your own safety—Ovaltine contains no drugs of any kind. It acts by helping you to relax in a perfectly natural way. It aids in break-

ing down nervous tensions built up during the day—induces natural relaxation and sleep. You take it as a hot drink at bedtime, made according to directions.

Moreover, Ovaltine contains a wide scope of important food elements. Equally important, Ovaltine has been processed in such a way that it is digested and absorbed very readily *even as you sleep*—and thus helps to replace and rebuild worn-out nerves and tissue.

You Can Tell Very Quickly

You can tell in three nights whether Ovaltine will help in your situation. Just purchase a small-size jar for a trial. You will find it inexpensive. Remember that Ovaltine is not habit-forming, but it may be a very good habit to form.



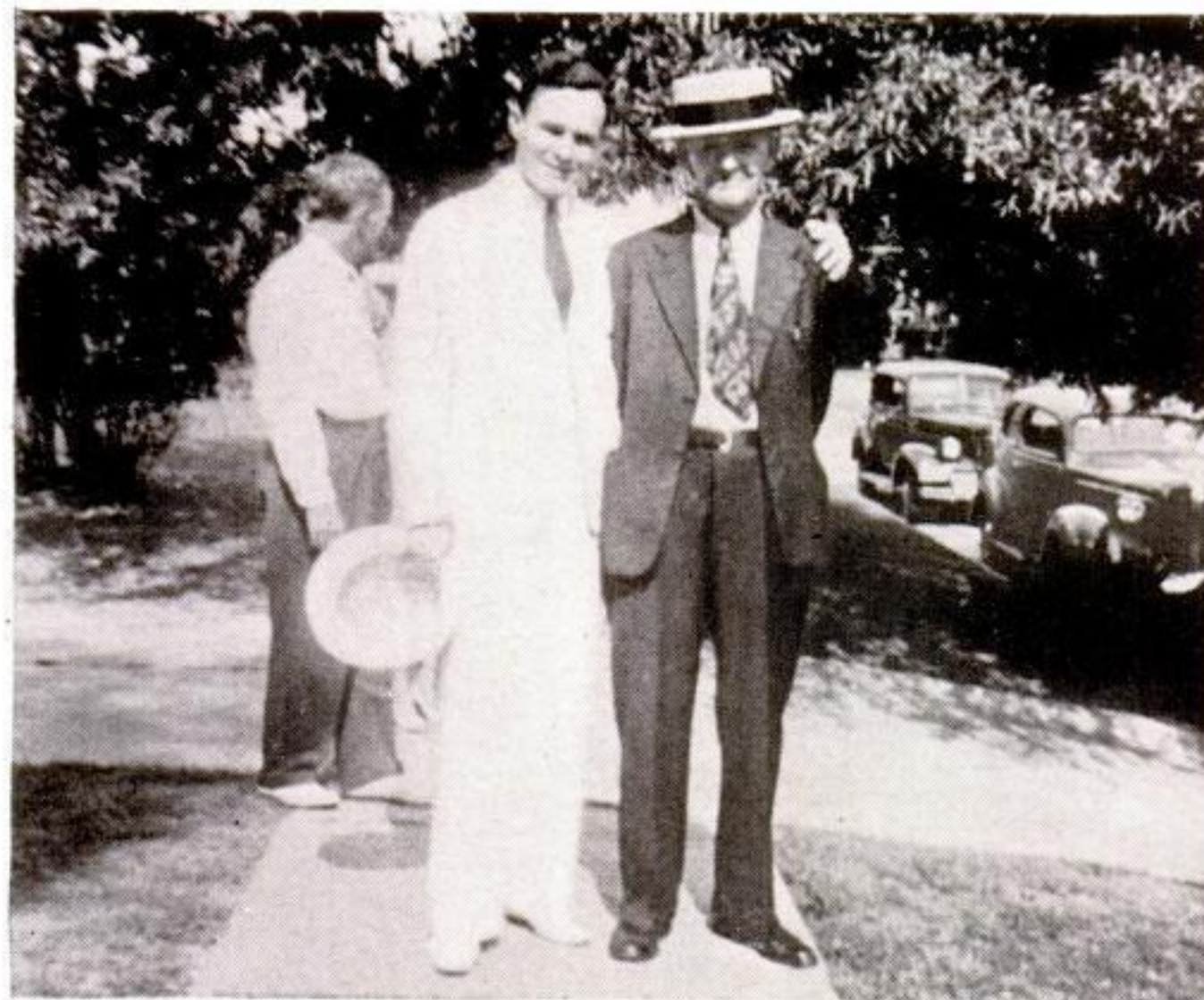
OVALTINE

PLAIN AND CHOCOLATE FLAVORED

Every-
thing
Points
To.....

The Accused

as a masterpiece of suspense!
A step-by-step unfoldment
of a relentless heart-
chilling womanhunt!



FAMILY TRAGEDY which threatened McMath's career centered around his father, whom McMath is shown embracing in this 1939 snapshot. The father, a barber, was well respected when sober but was given to drinking heavily. McMath's wife shot him to death in 1947 when he abused her while drunk.



TRAGEDY BEHIND IT, the McMath family relaxes on living-room rug. With McMath are son Phillip, 3, wife Anne, 27, and son Sandy, 7. Mrs. McMath was freed by the grand jury which found she acted in self-defense. During the investigation McMath stepped aside and a special prosecutor was appointed.



HAPPY ENDING takes McMath (second from right), newly elected governor, to Washington for a hearty reception by Administration. Joining President in greeting him are Arkansans John Steelman, John Snyder and Les Biffle, who were well aware that McMath almost singlehanded kept state from Dixiecrats.

Paramount Presents

LORETTA YOUNG · ROBERT CUMMINGS



in
HAL WALLIS'
production

"The Accused"

with
WENDELL COREY

Sam Jaffe · Douglas Dick

Directed by William Dieterle

Screenplay by Ketti Frings

Based upon a novel by June Truesdell



"GATHERED AROUND THE PIANO," by Douglass Crockwell. Number 25 in the series "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION





Call for Life Savers...
say "hello" to refresh-mint!



The candy with the hole

still only 5¢



A BOY AND HIS DOG, BURIED WITH A BOWL OF FOOD FOR THE AFTERWORLD (BOTTOM), SHARE A SKILLFULLY BUILT BRICK GRAVE IN THE CEMETERY AT ERIDU

THE TOMBS OF MAN'S OLDEST CITY

Beneath the ruins of legendary Eridu, Iraqi archaeologists identify the first settlement in Mesopotamia

According to a Babylonian myth of the Creation, "All the lands were sea. Then Eridu was made." This ancient buried city of southern Mesopotamia, cradleland of urban civilization, has been known since its discovery in 1855 as a great religious center of the Sumerian era (3000–2000 B.C.). But early attempts to explore the site of Eridu had always been thwarted by the shifting desert sands and warlike native tribes. Last year for the first time Iraqi archaeologists were able to explore the lowest depths of the crumbled ruins. There far below they discovered evidence that the

Babylonian myth is based on fact. The diggers found that a pre-Sumerian culture called Obeid, once considered the region's oldest, had reached elaborate heights at Eridu, with evolved temples and a brick cemetery. But below this layer were 12 older levels of temple ruins which spanned some 1,000 years—back to perhaps 5000 B.C. Shortly before this dawn of city life the waters of the Persian Gulf, now 130 miles southeast of Eridu, did in fact cover the land on which the city was built—exactly as the old legend states.

These early urbanites worked with simple tools

of both stone and copper, but the masonry and equipment of the 200 graves studied showed advanced skill. The tombs of sun-dried brick are formally set out with the dead laid at full length, surrounded by well-painted pottery of several dozen shapes (*next page*). Bead ornaments and figurines were found and in one grave, the model of an ancient boat. Even the hardheaded archaeologists were touched by what they found in the grave of a young boy (*above*). Across his knees lay the uninjured skeleton of his swift Saluki hunting hound, a bone near its mouth as food for the long journey.

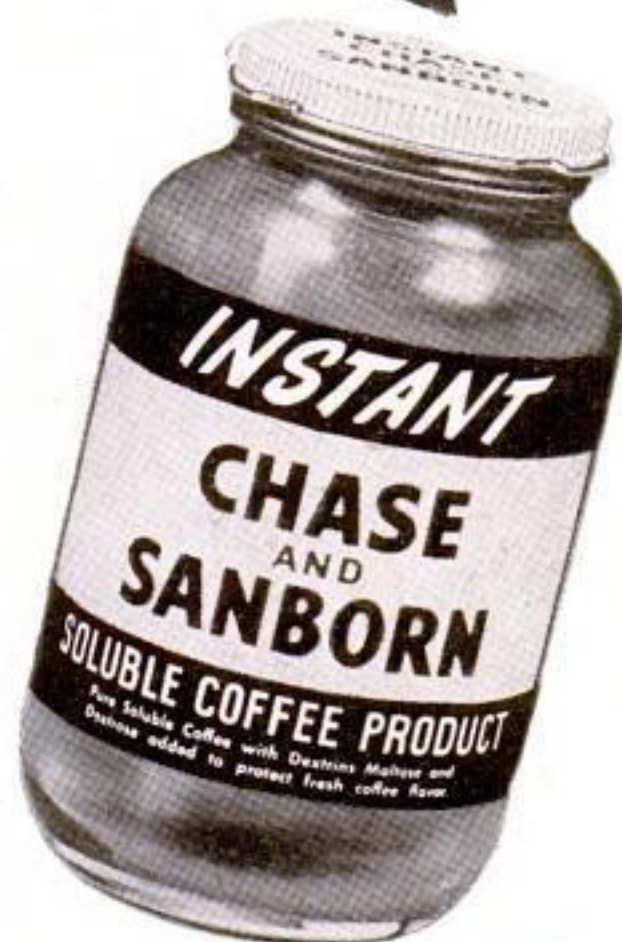


An instant success!

● It's the instant coffee America has been waiting for! You make it right in the cup . . . exactly the strength you like best—just the amount you want.

And there's no pot to wash . . . no messy grounds to get rid of . . . and no waiting! You make it fast! You make it fresh!

What a joy to save money on every cup—costs about a penny and there's no waste. Compare it for quality with any coffee made any way. Get your jar of Instant Chase & Sanborn today!



READ the formula printed on the jar: "Pure soluble coffee with dextrins, maltose and dextrose added to protect the fresh coffee flavor."

Chase & Sanborn Instant Coffee Product

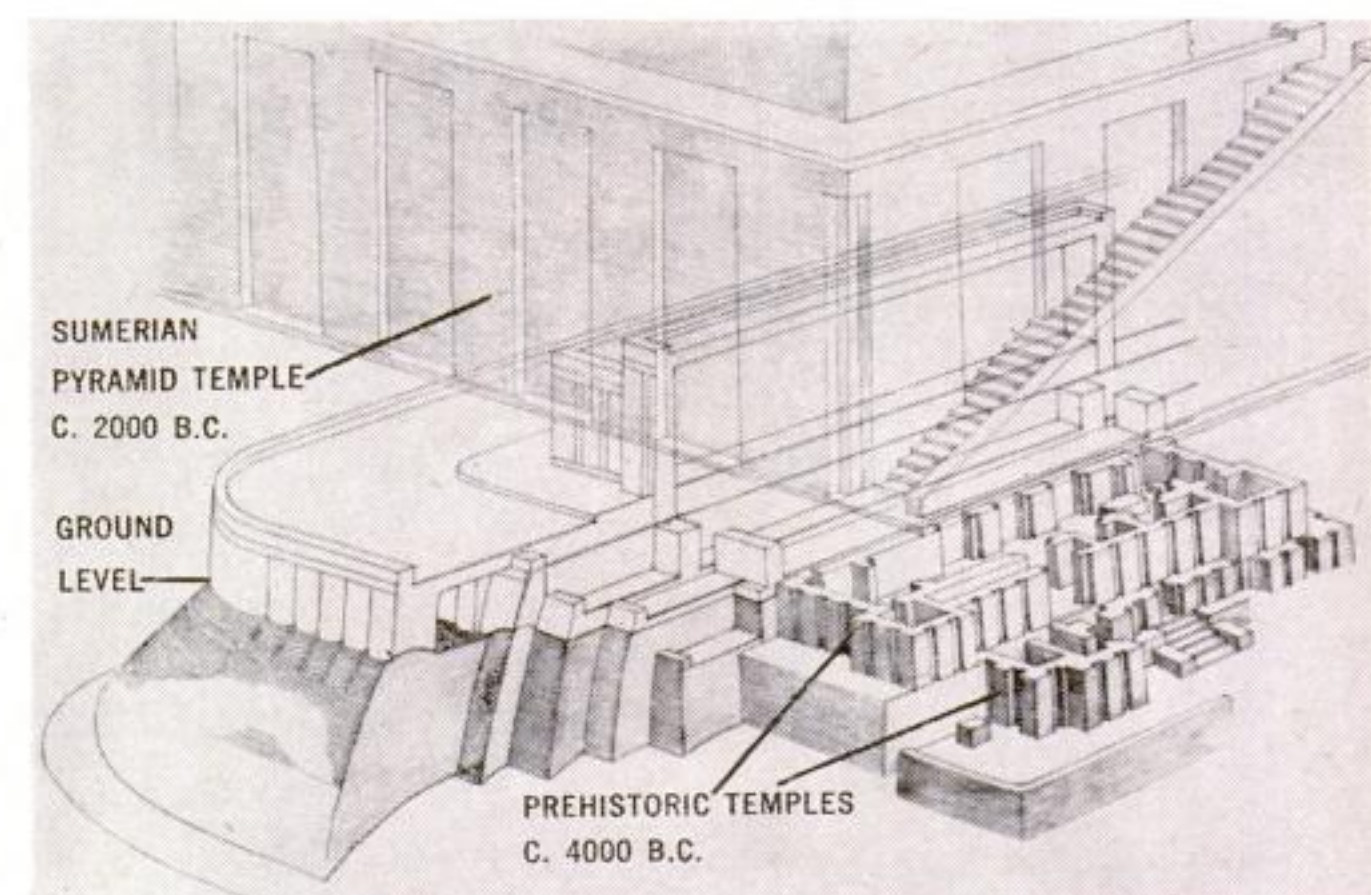
Eridu CONTINUED



EACH IN HIS FORMAL TOMB OF SUN-DRIED BRICK, ADULTS AND CHILDREN

ERIDU WAS 18 TIMES REBUILT

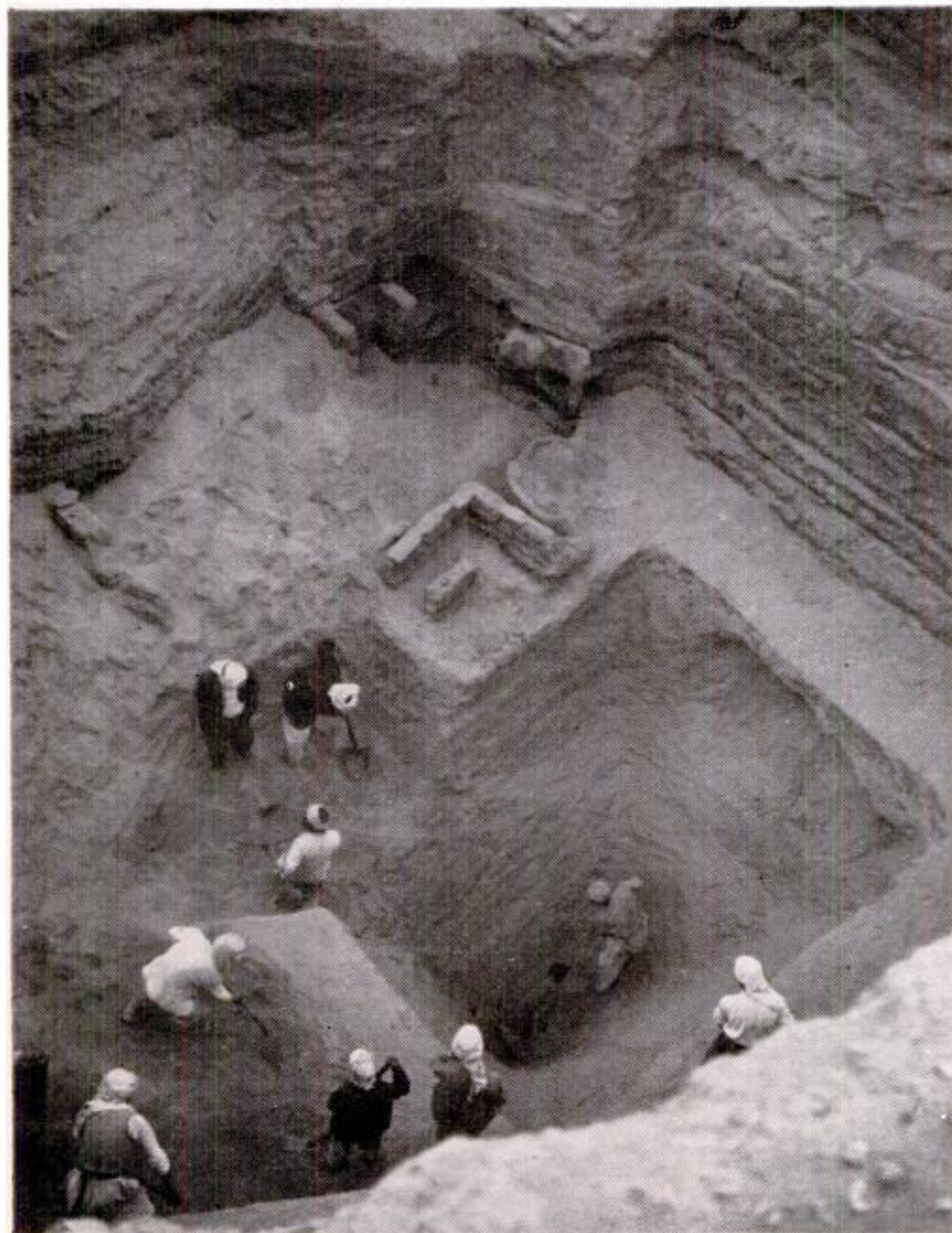
Standing as low mounds above the Mesopotamian plain, the remains of Eridu are dominated by the eroded bulk of a vast Sumerian pyramid temple of about 2000 B.C. Beneath it the Iraqi scientists have delved through 18 successive layers of still older ruins which, like tree rings, marked the city's early growth. They found that Mesopotamia's first inhabitants had rebuilt their city during a period of 30 centuries and had centered each new town about a new and larger shrine to Enki, their patron god. At the sixth level down was the prehistoric cemetery (above). At the very bottom were fragments of the region's oldest pottery, a type which may relate the first settlers to tribes of northern Syria.



RECONSTRUCTION shows how the smaller temples of the earlier era were expanded seven times and then buried under the bulk of a later pyramid temple.



OF PREHISTORIC ERIDU LIE IN ROWS IN THE TOWN'S 1,000-GRAVE CEMETERY



AT LOWEST POINT Arab workmen dig deep into virgin sand upon which founders of Eridu raised their first small temple at some time prior to 4000 B.C.

"EVEREADY" the battery with "NINE LIVES"!



Just as an active cat...

...takes a cat nap 

and bounces back with new pep...



so "Eveready" batteries
bounce back for
extra life!

BOUNCE BACK

gives

"EVEREADY" BATTERIES LONGER LIFE!



"Eveready" brand batteries give you fresh power when you use them; naturally, they use up some power when your flashlight is turned on...but—



When your "Eveready" batteries cat nap between uses, the chemical elements in the cell develop fresh energy—recover power—so that...



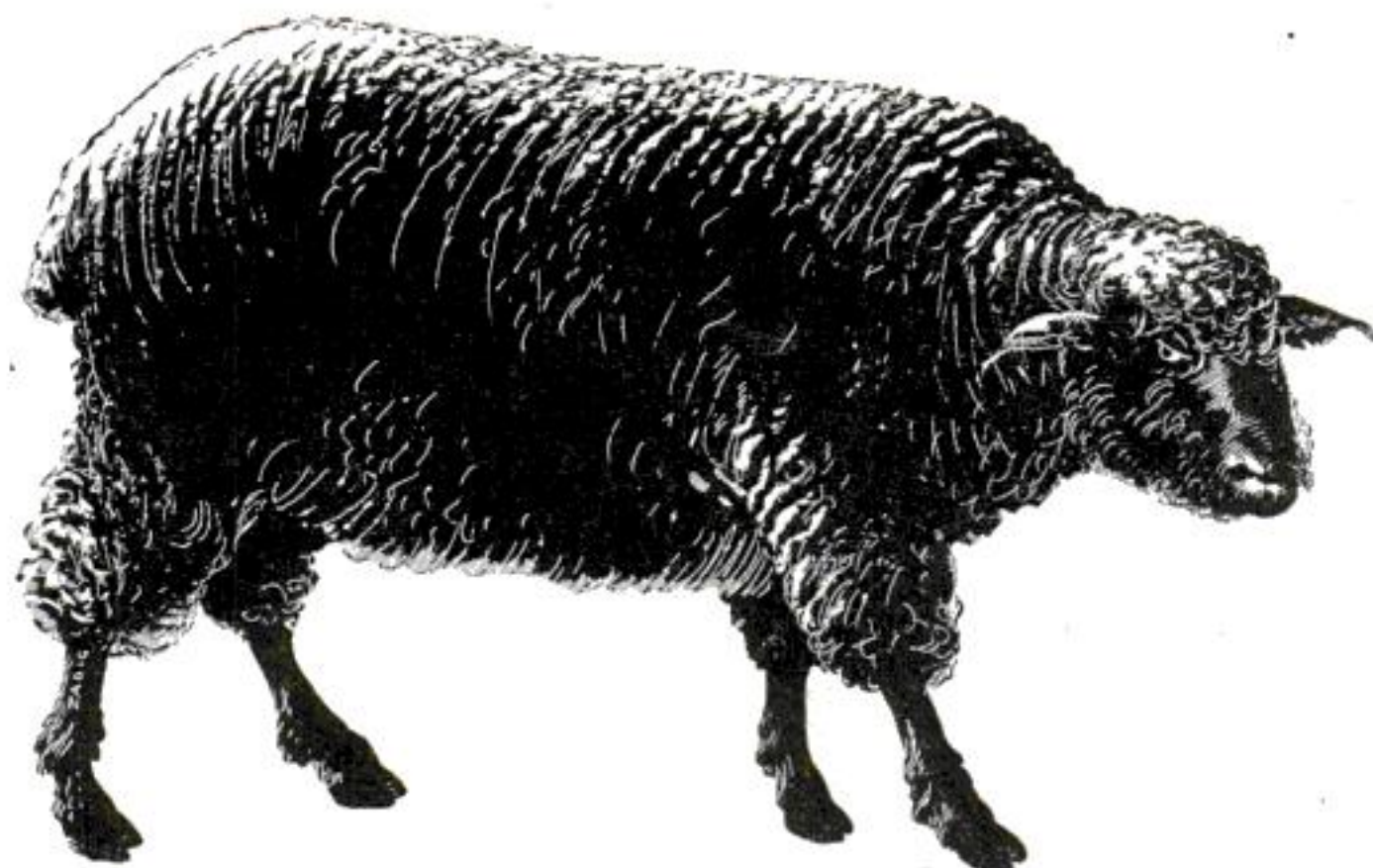
When you snap on your flashlight again, the batteries *bounce back* with renewed power. That *bounce back* gives "Eveready" batteries *longer life!*



Next time you buy flashlight batteries, be sure you get "Eveready"—the largest-selling brand in the world. Then you'll see what *bounce back* means...why "Eveready" batteries are the batteries with "Nine Lives"!

The registered trade-mark "Eveready" distinguishes products of
NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide  and Carbon Corporation

"EVEREADY" FLASHLIGHT BATTERIES



DON'T PATRONIZE

A BLACK SHEEP. . . Maybe you've known of a "black sheep"

at one time or another. Usually he hasn't reflected credit upon himself, his family or his business, whatever that may be.

The vast majority of citizens licensed to sell liquor are responsible and law-abiding. Occasionally, though, you may find one who strays from the path of good judgment. This may take the form of sales after legal closing hours, noisy places of business, or other evidences of unsound practice. Naturally, the occasional "black sheep" gives others a "black eye."

You have a real but simple responsibility: **DON'T PATRONIZE BLACK SHEEP.**

And by all means, let your own civic officials know that you are back of them in their job of law enforcement.

Licensed Beverage Industries, Inc., composed of distillers, importers, vintners, wholesalers, rectifiers, and the leading associations of retailers, stands for the attainment of these aims in your community:

- 1.** *The encouragement of moderation, by word and by example.*
- 2.** *The maintenance of pleasant, orderly places of business.*
- 3.** *The encouragement of law observance and law enforcement.*

To reach these goals, a legally licensed liquor industry must be maintained. Legal regulation goes hand-in-hand with self-regulation.

LICENSED BEVERAGE INDUSTRIES, INC.

10 East 40th Street, New York 16, N. Y.

TEACHING English, professor shows his students lantern slides of some Hogarth paintings.



WILLIAMS COLLEGE

In era of mass teaching it considers smallness a virtue

PHOTOGRAPHS FOR LIFE BY RALPH CRANE

This year as the winter term begins, Williams College finds itself nearly smothered with students. They are swarming over the pretty campus at Williamstown, Mass., jamming their cars into every available parking space, lugging skis, skates and suitcases into their dormitories and fraternities. Altogether there are 1,123 of them. This is less than the enrollment of the freshman class at a big university like California (LIFE, Oct. 25). But it is the biggest Williams has ever seen, and as far as Williams is concerned it is far too big.

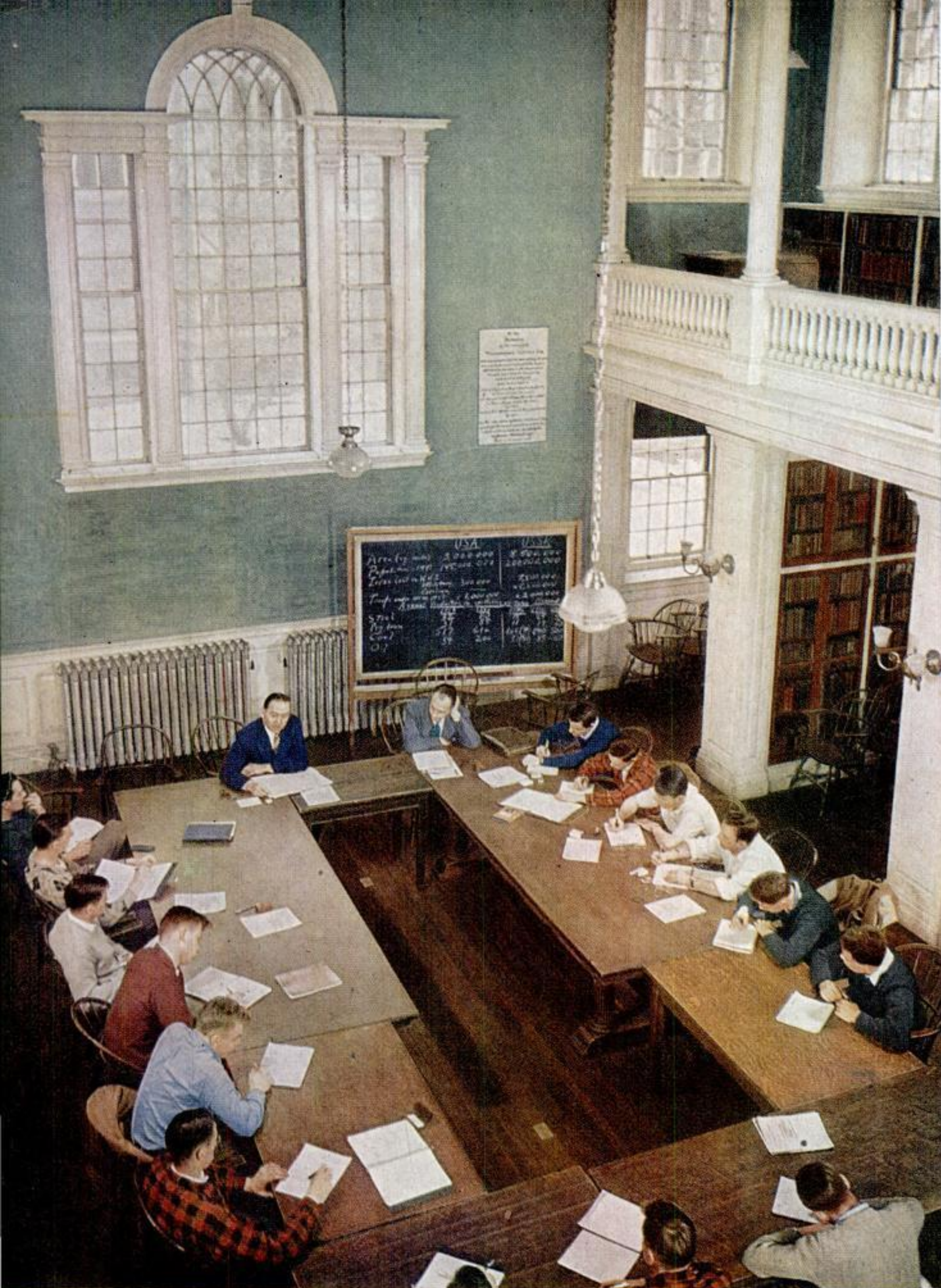
Williams is a small college in a small town and it wants to stay that way. It was founded in 1793, under the will of Colo-

nel Ephraim Williams, killed in the French and Indian War. It has always believed strongly in small classes and the need for a friendly intimacy between its students and its faculty. Its famous Mark Hopkins, president from 1836 to 1872, was especially insistent on class discussion. It feels an enrollment of 850 is just about right. But in a time when U.S. colleges are moving more and more toward mass education, this sort of custom-made learning is an expensive luxury. Today hundreds of small liberal-arts colleges like Williams, unable to depend on state funds and unwilling to expand or raise tuition, must now get out and beg for money or shut up shop.



ENTERTAINING A PROFESSOR, Charles Grimm, in their dormitory rooms before dinner, three students sit and chat while a fourth mixes cocktails under

a canopy in the corner. Professor Grimm teaches French, has been at Williams for 25 years. He goes out with students like this three or four times a semester.



TWO PROFESSORS combine to teach a political economy course to a class of only 16 students. They are (head of table) Professors Schuman (*left*) and Gordon.

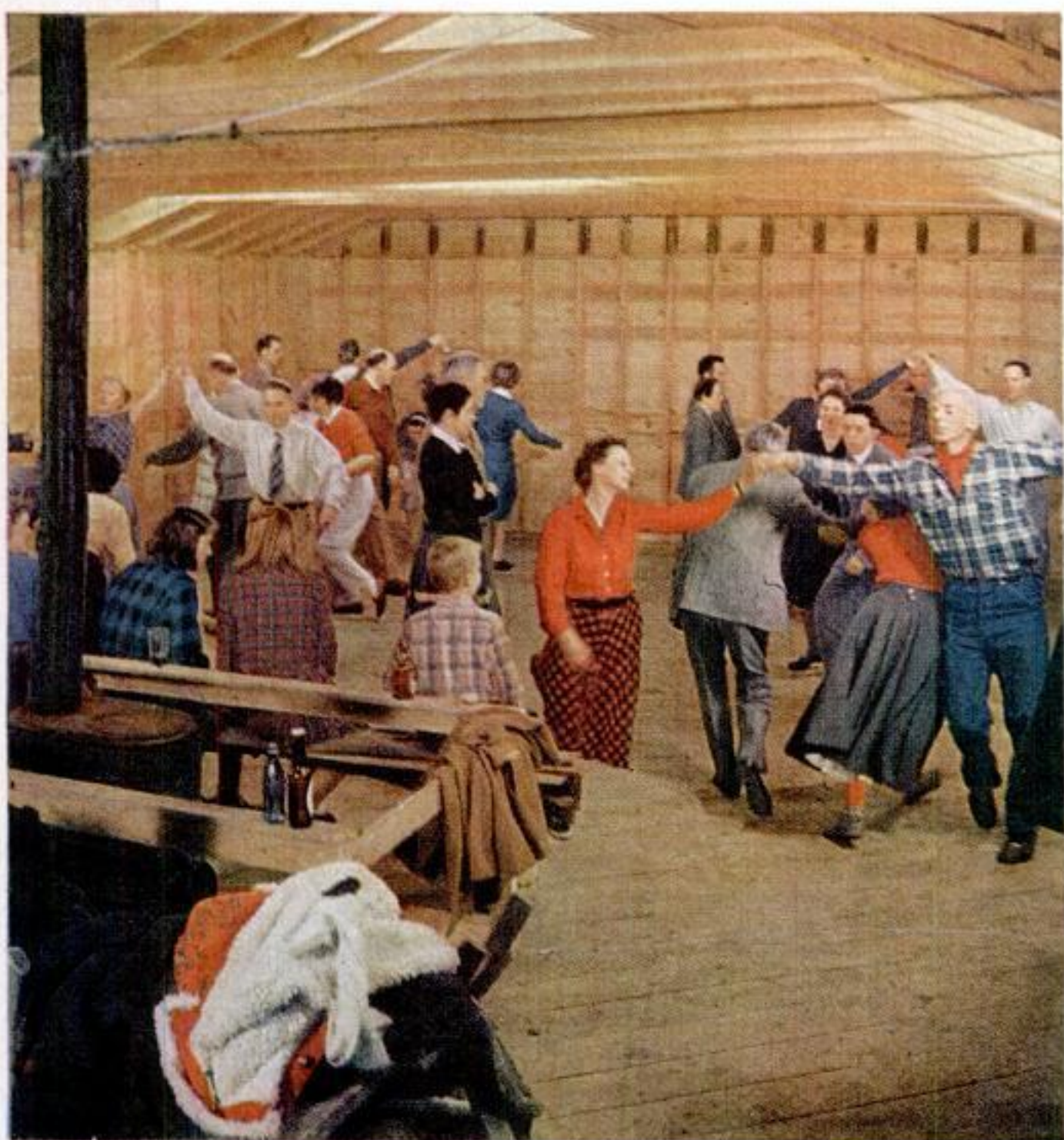


UNCROWDED LIBRARY is one advantage of a college like Williams. All students have free access to the stacks.

FACULTY

It has a close and friendly relationship with students

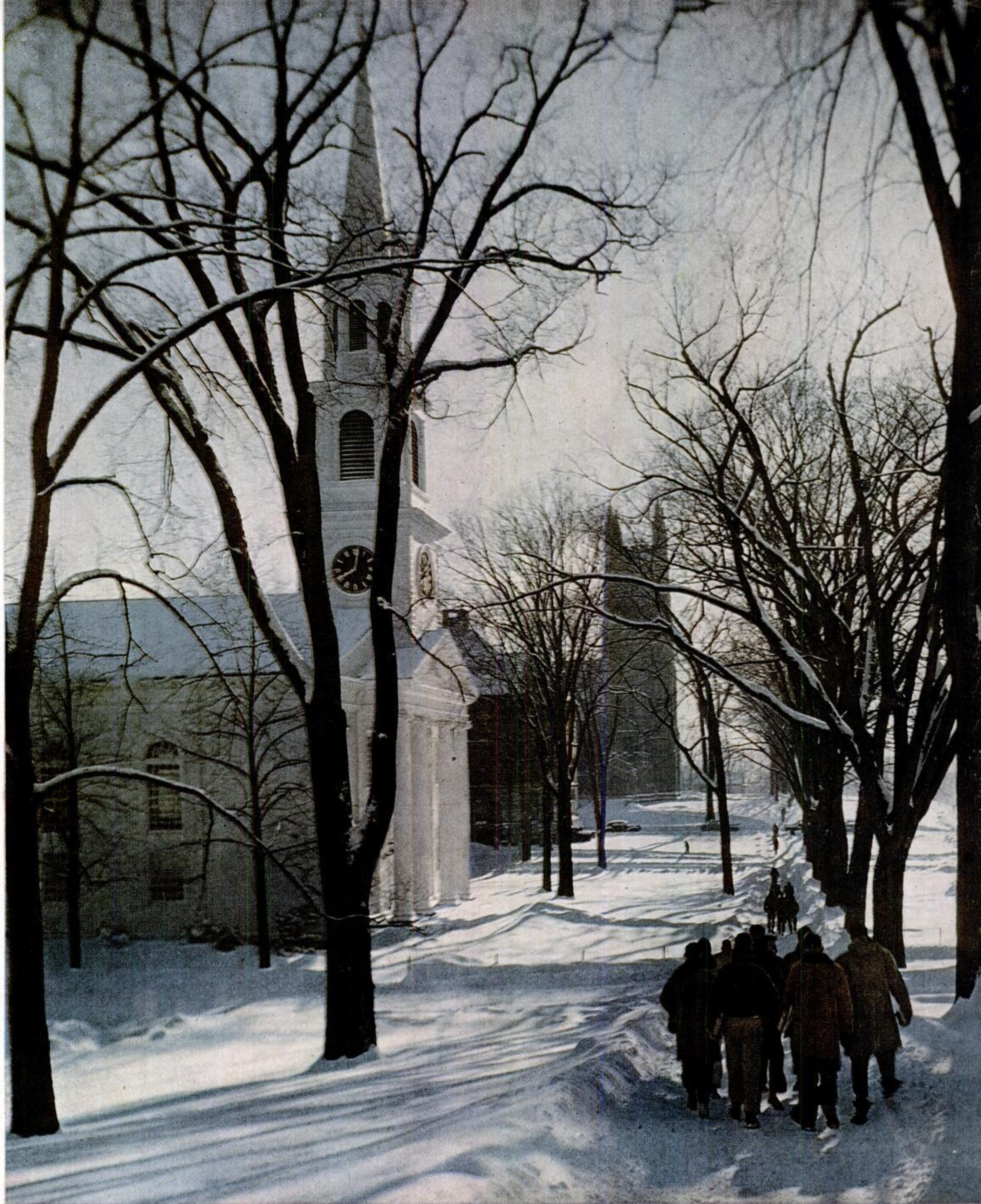
Possibly the most familiar remark ever made about U.S. education was made about Williams. Speaking about Williams President Mark Hopkins, U.S. President James A. Garfield, Williams '56 (who was assassinated on the way to a Williams commencement), said, "The ideal college is Mark Hopkins on one end of a log and a student on the other." Not much more than the length of a log separates teacher from student at Williams today. Professors are often guests of students and some of them occasionally hold classes in their own houses. Because the classes are small (average: 20), most can call all their students by name.



IN PROFESSOR'S HOUSE members of creative-writing class sit around living room while Professor Roy Lamson (under lamp) reads their short stories aloud.

FACULTY PARTY, an old-fashioned square dance, is given by Dean Robert Brooks (*right, checked shirt*). Teachers do a lot of entertaining among themselves.

CONTINUED ON NEXT PAGE



CAMPUS

Its elm-lined streets
are lovely in the snow

A visitor to Williams 146 years ago observed that "the situation of the college is a decent, thriving country town" where there are "comparatively few temptations to dissipation and vice." Williamstown today has grown a lot, but it is still small and still a college town. It is an important part of Williams education. A Williams man sees a lot of his campus in four years. Because he is allowed only three chapel cuts each term and because he is not within easy

range of a big city, he is apt to participate in more sports and attend more college functions than his opposite number in a big city college. In the winter, when the first snow falls, he gets out his skis and joins the rest of the college on the ski slope. In the evenings, when there is not much to do, he goes to the town movie house or drinks beer in the local bar. After he graduates he never forgets the lovely campus and the elm-lined streets of the town.



AFTER A SNOWFALL students walk down Main Street to classes. The college campus is on both sides of street. At left is the town's Congregational church.

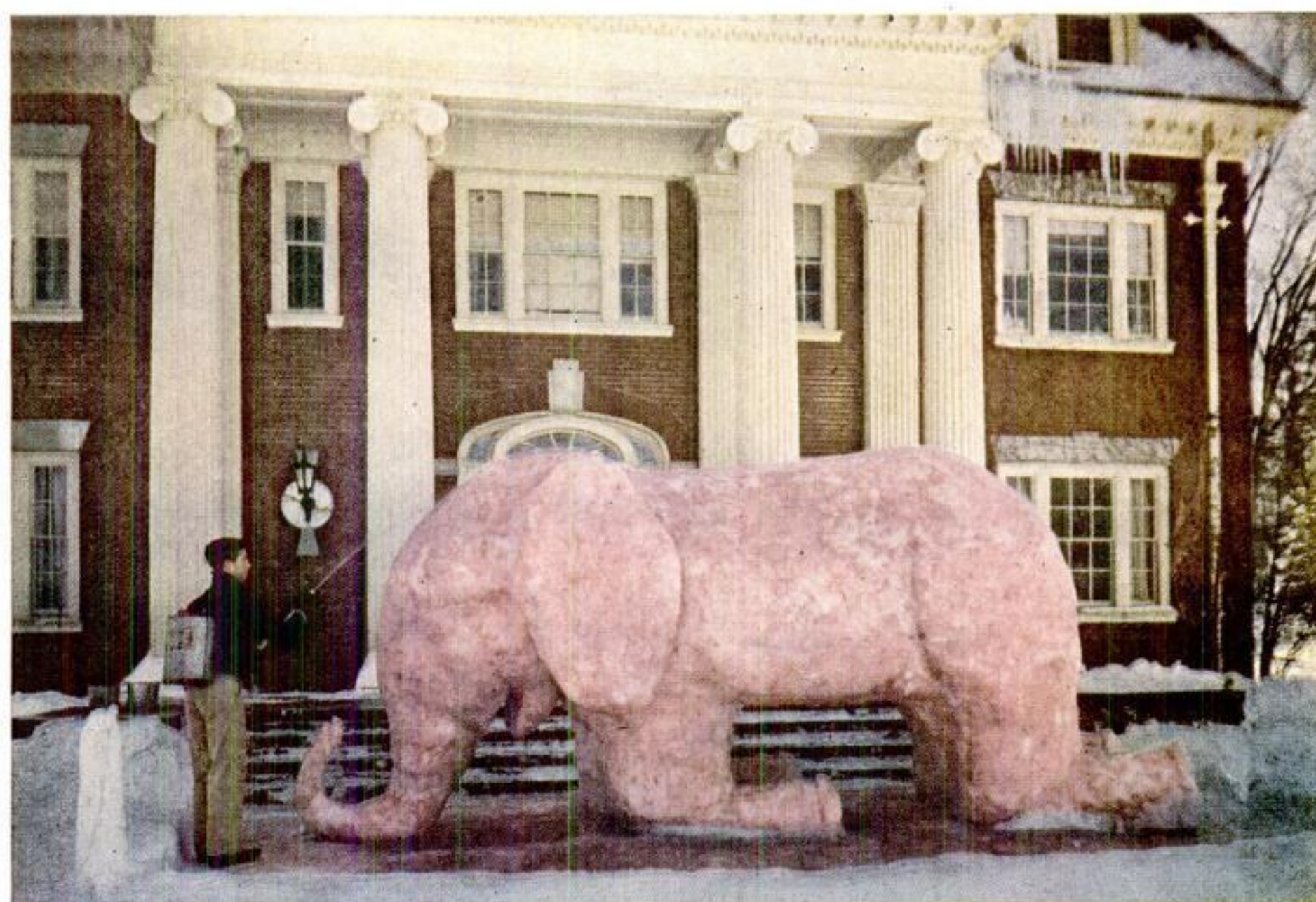
PINK ELEPHANT made of snow in front of the Zeta Psi house is hardened with water. Ice sculpture blossoms around Winter Carnival weekend.



PUSHING CAR out of a snow bank is the usual occupation the morning after a snow. After a winter at Williams most students are adept at ice driving, putting on chains, changing snow tires on their cars.



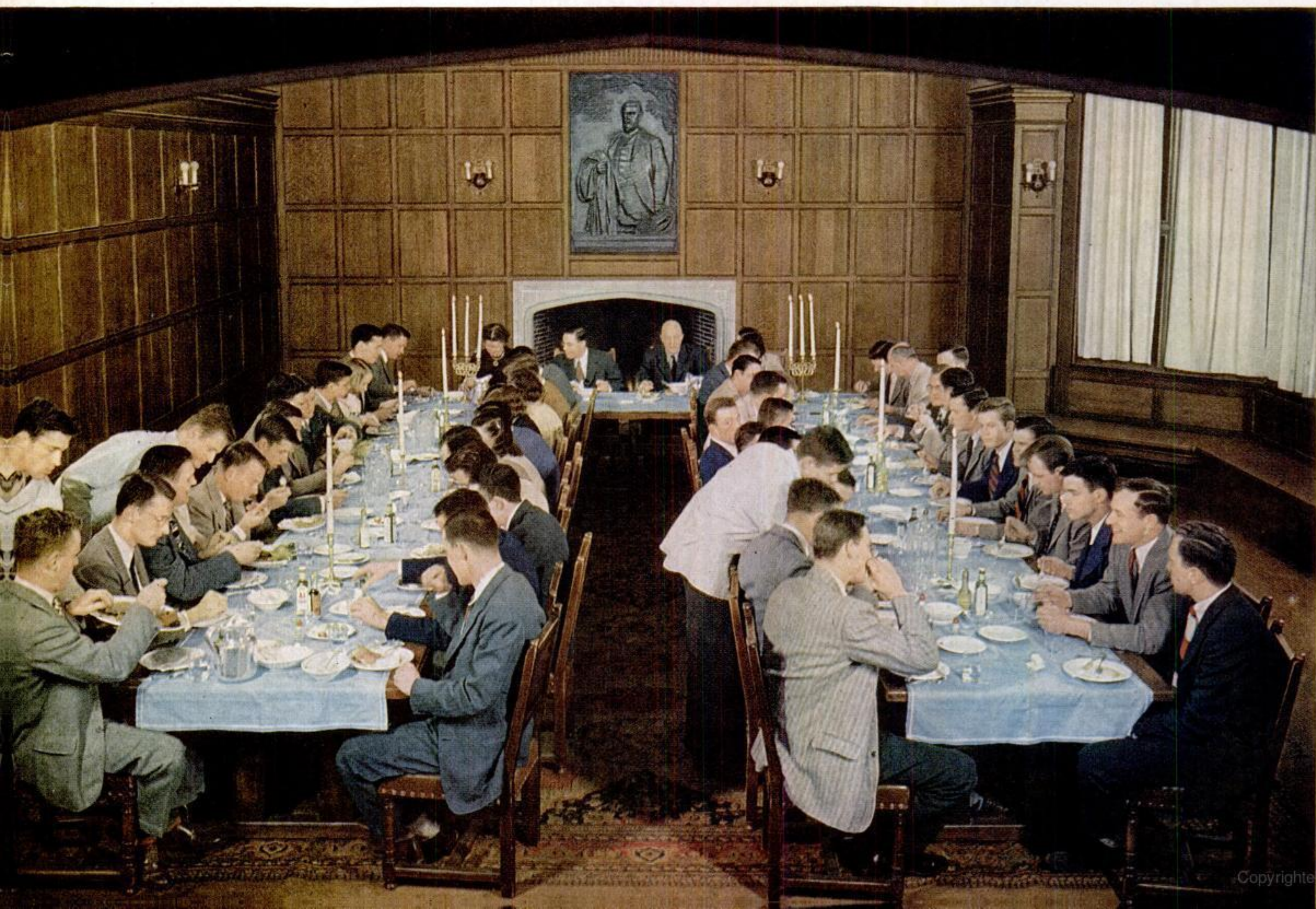
SHOVELING SNOW off a fraternity roof is one of the jobs usually relegated to freshman pledges. This is the Sigma Phi building, an old mansion which was moved piece by piece to Williams from Albany.

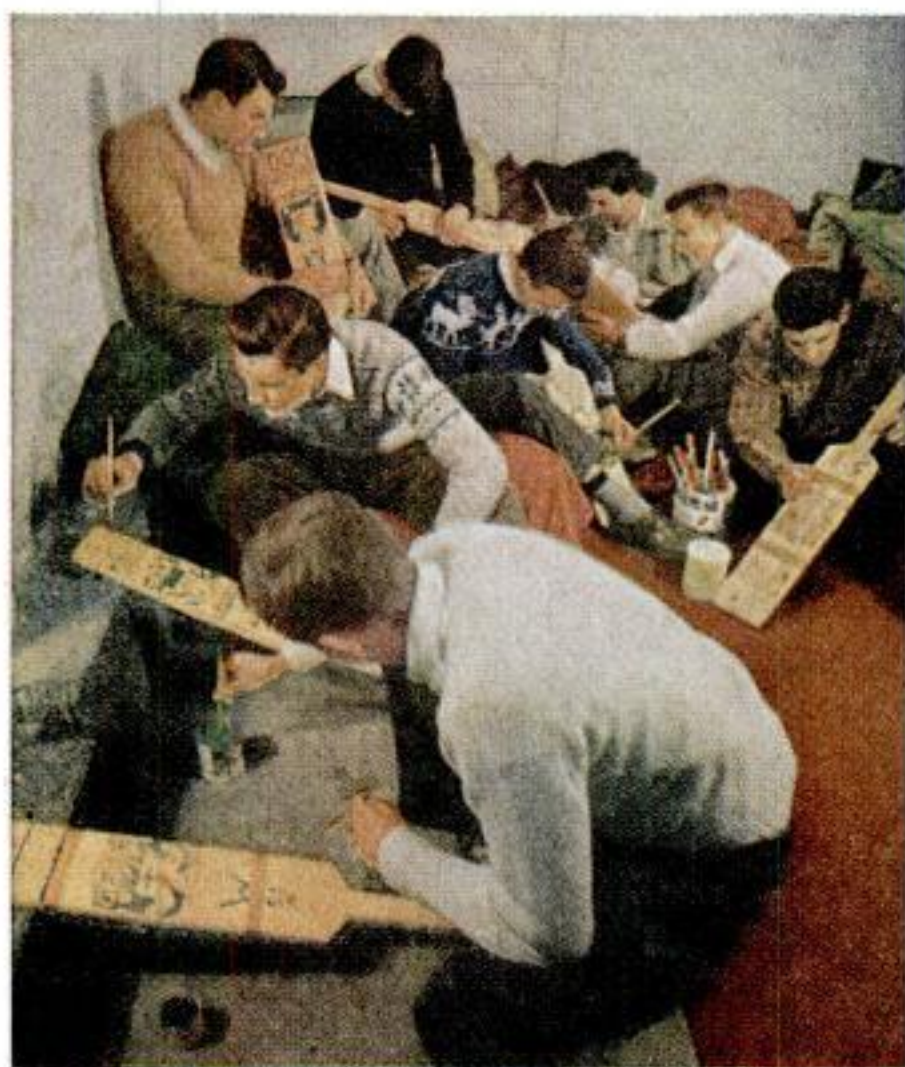




FRATERNITY ROW is on Main Street. Houses here are (left to right) DKE, Phi Delta Theta, Alpha Delta Phi. Phi Delt donors stipulated it must be tallest.

ON GUEST NIGHT in St. Anthony house (below), student wives and faculty members are invited to fraternity candlelight dinner. This happens about once a week.





PAINTING PADDLES, candidates learn DU fraternity insignia. Paddles are used only as decorations.

SOCIAL LIFE

It is centered in the college's fraternities

The stronghold of the fraternity system today is the small college. At Williams, partly because the campus is so isolated and partly because they are well-organized and carefully run, fraternities play a very important part in the college life. Williams has 15 of them to which 70% of the students belong. In the big houses on and near Fraternity Row (*top of opposite page*) most of them eat, sleep and play. Nonmembers live in the dormitories and use the Garfield Club, a nonfraternity social organization.

During most of the year fraternity life is simple and orderly. Except for big weekends like Winter Carnival and spring house parties students settle for a few informal parties with girls from Smith or Bennington. Because of veterans and high academic standards, fraternity life today differs much from the '20s, when Williams men were known as gay blades who carried flasks and drove wildly in Stutz Bearcats.



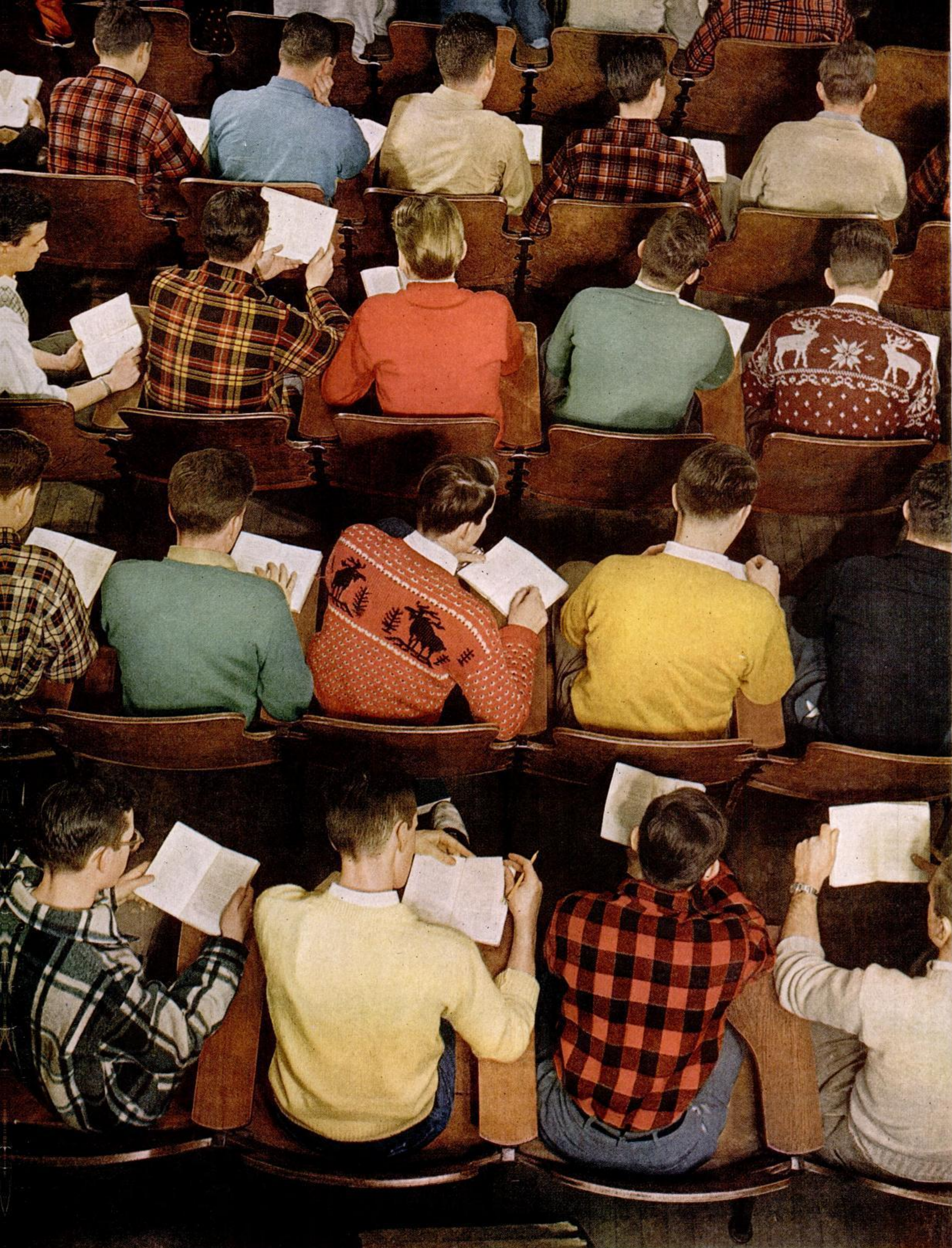
UNDER A MOOSEHEAD, the gift of an alumnus, four members of St. Anthony play game of bridge. Most of the fraternity houses have cardrooms or gamerooms.



CALL TO DINNER at St. Anthony is blown on a trumpet by fraternity's cook during a party on the Winter Carnival weekend, the year's biggest social affair.

AT A PUNCH PARTY in the DU house the day after a big dance, boys and girls sit around and drink milk punch before taking girls back to their colleges.

CONTINUED ON NEXT PAGE



CLASSROOMS ARE BRIGHTENED in winter by the loud sweaters and wool-en shirts which almost all Williams men wear. These students are taking notes at

a biology lecture, one of the few big lecture courses, where about 130 students meet once a week. The rest of their work is done in labs or in small sections.

	1939-40	1948-49
INSTRUCTION	465,467	665,021
ADMINISTRATION	99,966	197,050
MAINTENANCE	167,961	295,000
HEALTH	36,085	60,312
ATHLETICS	47,489	101,193
SCHOLARSHIPS	61,007	70,700
OTHER		42,331
		1,431,607

WILLIAMS PRESIDENT James Phinney Baxter 3rd broods about college costs. He is 55, Williams '14, historian, social scientist, an ex-OSS director. He won '47 Pulitzer prize for *Scientists Against Time*, report on wartime scientists.

The college has a hard time making ends meet

By modern business standards Williams College is hopelessly inefficient. The more customers it gets, the more money it loses; the better the job it does, the more it needs help. Few corporation presidents would care to find themselves in the shoes of James Phinney Baxter 3rd (above), the president of Williams.

The problem that confronts Baxter as president would itself seem strange to a businessman. Baxter is trying to raise money not to put his business back on its feet so that it will show a profit but to keep it the way it is. The Williams type of education is inefficient by design, not by accident. It calls for leisurely study, small classes, relatively few students and close student-teacher contact. It stands for individuality, for quality rather than quantity.

Williams now loses about \$500 on every student every year. For his tuition each student pays the college \$600 (a 20% raise since 1946). For this, plus \$180 for his room, he gets an education that costs the college \$1,300. Ten years ago, when tuition was \$500 per student and room was \$180, the cost per student was a little less than \$1,100 and the loss per student only \$400. The postwar stampede of GI students with government scholarships, often referred to as a blessing to the small college, was anything but a godsend to Williams since each added student was an additional loss. To find space for 900 returning veterans and 200 nonveteran freshmen, Williams was forced to increase its enrollment to 1,120. Ever since, Williams has had to stretch to make ends meet. "Sometimes the shirt," says Baxter, "gets pretty far from the pants."

The independent college is at the mercy of high costs and low interest rates. When a state university like the University of California feels the pinch of inflation, it can ask its state legislature for any additional money it may need. But Williams gets money from only two sources: the income from an endowment fund set up by gifts, and the fees of its students. Before the war, when its endowment was netting more than 4% interest and its student body was limited to a tight 850, Williams managed to operate in the black. But in the last few years, at an average interest rate of 3.5%, its \$13 million endowment fund has netted less than \$500,000. On top of this, operating costs have gone up 50%. As a result the gap between shirt and pants is sadly noticeable. The college has operated in the red since 1945.

This lack of money brings on another serious problem. With the present teacher shortage, big universities and colleges and even big businesses are constantly raiding the faculty. Well aware of the dangers of provincialism inherent in a small college with a closely knit faculty, Williams has always tried to attract bright young men to its staff. It

CONTINUED ON NEXT PAGE

You make it...



in a minute...

the milk's already in it!



... and **Chox** makes the best cup of hot chocolate you ever tasted.



Try This Party Treat
Serve hot Chox with this fine, chocolate-y

SPANISH CHOX CAKE

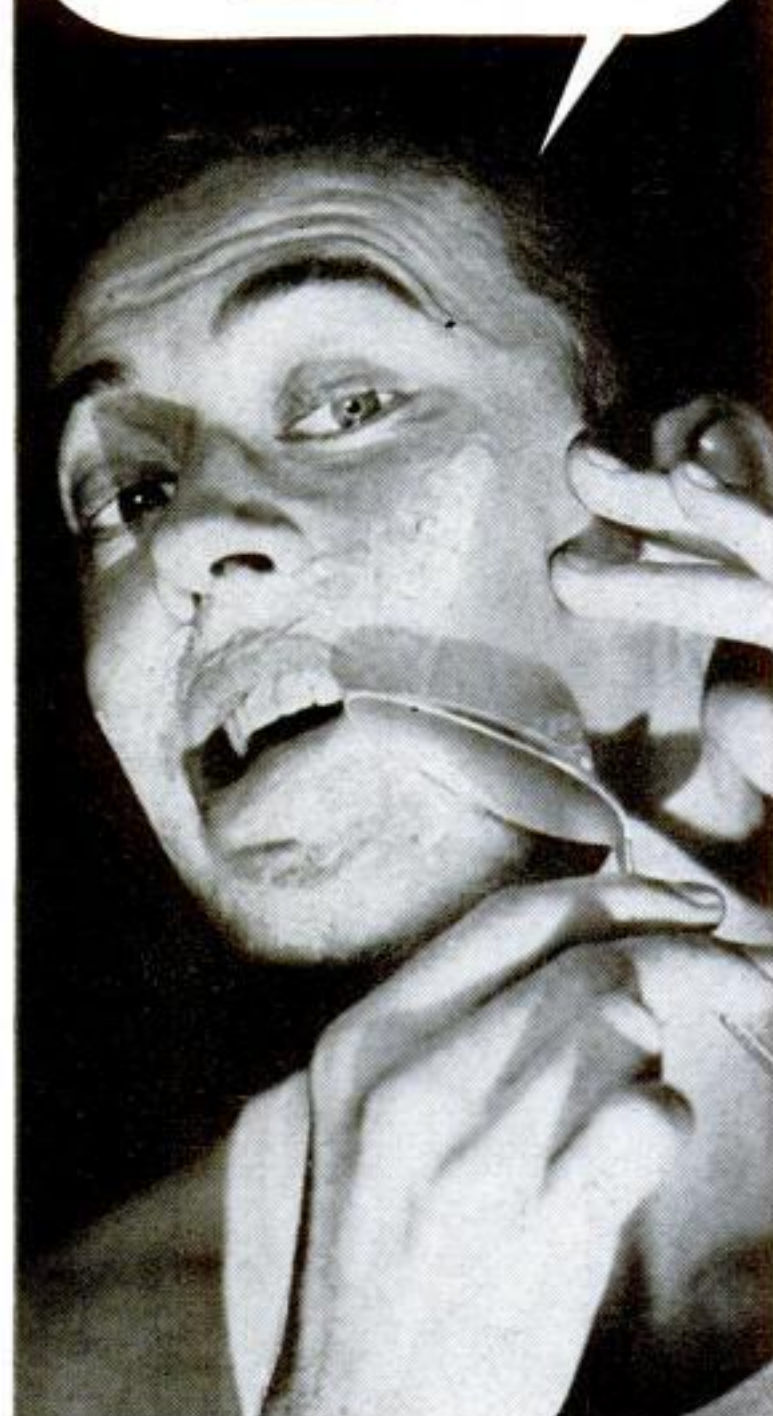
2 cups sifted cake flour	1/2 cup Chox
1 tsp. baking powder (double action) or 1 1/2 tsp. baking powder (phosphate or tartrate)	1 tsp. baking soda
1/2 cup Meadow Gold Butter	1/4 tsp. salt
1 1/2 cups Meadow Gold Buttermilk	1 cup sugar
	2 Meadow Gold egg yolks
	1 tsp. vanilla

Sift flour, Chox, salt, baking soda, baking powder, together 3 times. Cream shortening with sugar until fluffy. Add egg yolks and vanilla; beat thoroughly. Add sifted dry ingredients and buttermilk alternately in small amounts, beating after each addition. Pour into greased loaf pan or two 8-inch layer pans. If in loaf pan, bake in a slow oven (350°) about 40 to 45 min. If in layers, bake at 375° about 25 to 30 min. Ice with your favorite topping.

Beatrice Foods Co.

Your grocer has **Chox** Start enjoying it today!

HEY, BUB—WITH NEW BENEX
YOU CAN ALMOST SHAVE LIKE THIS!



Yes New Benex makes beards 1/5 water!

Now you can soak the spine out of the toughest bristles that ever battled a blade! Benex Brushless leaves whiskers limper than spaghetti. Bristles actually soak up 1/5 their weight in water. Your razor just waltzes through 'em! Benex goes easy on, easy off. Won't clog razor or drain. Want super shaves? Buy Benex at any drug counter—or send coupon below for free trial-size tube.

Bristol-Myers' Brushless Wonder



FREE! Get your free, trial-size tube of Benex, the Brushless Wonder. Fill in and mail this coupon. Paste on penny postcard if you wish.

Bristol-Myers Co., Dept. L-192
630 Fifth Avenue
New York 20, N. Y.

Name _____

Address _____

City _____ State _____

WILLIAMS CONTINUED

has looked for men who would make good teachers rather than great research professors. Because it has a good faculty and because its full professors are young (average age: 44), Williams has been a prime target for the raiders. In the past year or so Harvard, Columbia, Princeton, Chicago and 18 other colleges and universities, not to mention banks, government bureaus, research organizations and a few steel companies, have tried to hire Williams' teachers. Williams has been remarkably lucky. It has lost only nine men. Most recent loss is one of its top English professors, Hallett Smith, who turned down an offer from an eastern university two years ago but who is leaving soon to head the Department of Humanities at the California Institute of Technology. Among others Williams has lost in the last few years are the head of its Health Department (to M.I.T.), two economists (one to Princeton, one to a New York bank), a physicist, a mathematician and a biologist. Twenty-seven other men, because of loyalty and also because of the attractive surroundings and the chance to work closely with students, turned down attractive offers and stayed at Williams. One of them, an assistant professor of economics, has had nine separate offers, one at three times his Williams salary, but has resisted them all. Baxter's first step last year, when he managed to raise some additional money for the endowment fund, was to raise his teachers' salaries by 10% for the second time since the war. At present they are relatively well paid for a small college (the lowest instructor gets \$2,400, the top-ranking professor \$7,500). But they are worth more, Baxter feels, and this month the college-raiding season starts again.

Williams is out to solve these problems now. President Baxter is passing the hat for \$2,500,000, a conservative figure nowadays when Harvard is asking for \$90 million, Princeton for \$57 million, Cornell for \$12,500,000. All together, independent colleges figure they will need some \$2 billion in gifts. Fund-raising is especially hard on the presidents. Baxter, who has a reputation as a fine teacher and scholar, often feels that he is turning into a traveling salesman as he hurries from speech to speech and alumni group to alumni group. In two months last year he spent 50 days on the road away from Williams. His hard work is paying off in cash. So far he has been able to raise \$1,500,000 and hopes to have the rest by next June.

A businessman might consider fund-raising merely a stopgap. His alternative for Williams' problem would be to raise the price of the product. Williams could jump its tuition fee 100%, put the college on a paying basis and still have plenty of takers. But this would turn the college into a collection of rich men's sons and take away one of the things that Williams counts important—a generous economic and geographic sampling of the young men of the U.S. As it is, Williams' education is not cheap. Because it is so isolated, only a handful of students can live at home. Almost all of them have to go to the expense of moving to Williamstown and living on campus, and the average student at Williams has to spend about \$1,500 a year. Today, counting the 422 veterans, 46% have full or part-time scholarships, and 33% help themselves along with part-time jobs on campus or in town.

Far worse to contemplate than a jump in tuition is Baxter's second alternative, a transition to the streamlined efficiency of mass production. In its smoothly clicking mass-education machine the University of California educates a student for about \$660 a year, just half what it costs Williams. If Williams could bring itself to adopt assembly-line methods, increase its plant and its student body, increase the number of students per teacher and give up its cherished emphasis on intimacy, it could presumably do the same. But Williams feels that such a horrible step is not even worth considering. Says James Phinney Baxter 3rd, "It would be worse than death."



GARFIELD

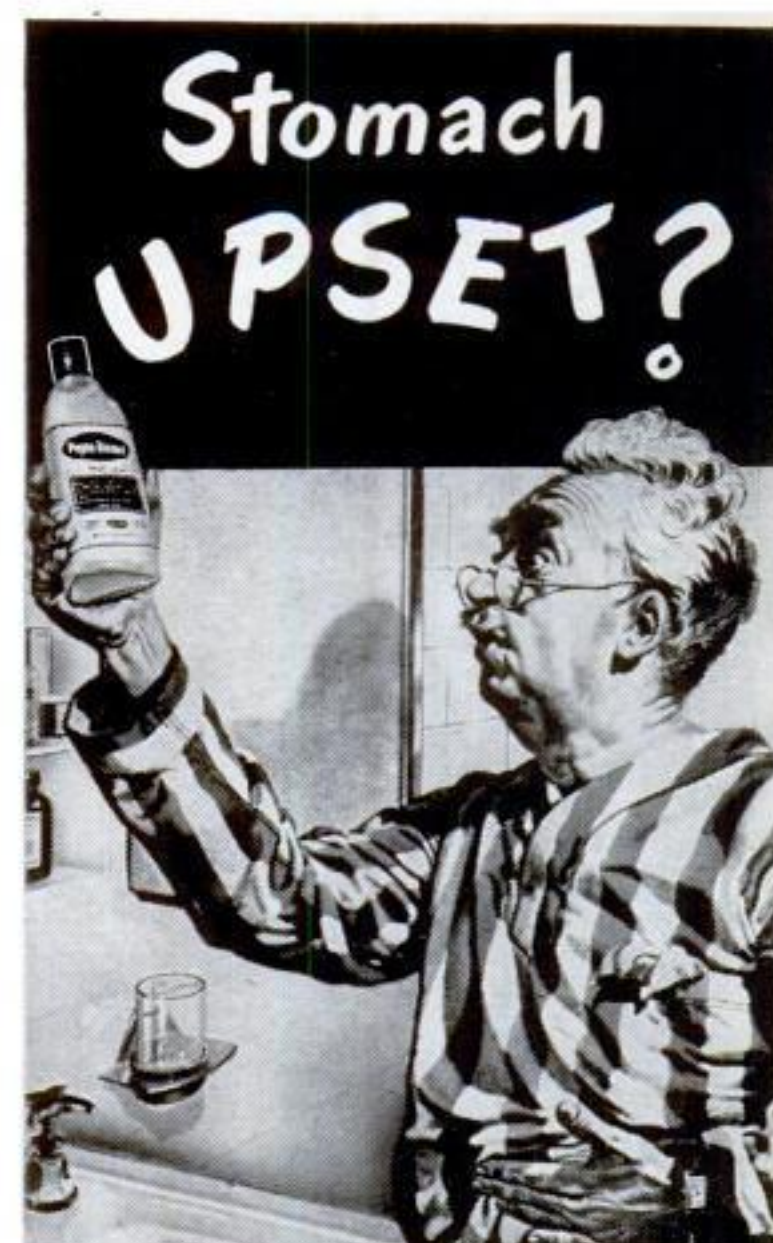


HOPKINS



BRYANT

FAMOUS WILLIAMS MEN were these three important Americans: James A. Garfield, '56, a general in the Civil War and President of the U.S. for six months in 1881; Mark Hopkins, '24, Williams' great president from 1836 to 1872, and William Cullen Bryant, '13, the poet. Garfield's son, Harry Augustus, was president of Williams from 1908 to 1934, as was Hopkins' son, Henry, from 1902 to 1908. All together, 48 Williams men have become college presidents.



Take soothing Pepto- Bismol and feel good again!

PEPTO-BISMOL IS GENTLE. It spreads a soothing, protective coating on irritated stomach and intestinal walls.

1. Helps calm and quiet the upset
2. Helps retard fermentation and formation of gas
3. Helps sweeten and settle the stomach

Ask your druggist for pleasant tasting Pepto-Bismol, for gentle yet fast relief.

A Norwich Product

Norwich

check Skin Torment

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid **D. D. D. PRESCRIPTION**. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35c trial bottle proves it, or your money back. Ask your druggist today for **D. D. D. PRESCRIPTION**.



Get Relief QUICKER

From Your Cough
Due to a Cold

FOLEY'S Honey & Tar
Cough Compound

Cold Sores FEVER BLISTERS

ASK YOUR DRUGGIST FOR

BLISTEX A FAMOUS
PHARMACIST'S FORMULA 35¢

EYE-GENE

SAFELY Relieves TIRED, SMARTING
EYES In SECONDS!

Wonderful EYE-GENE! Just two drops in your eyes that are tired or irritated from wind, glare, overwork, lack of sleep or smoke—will relieve, rest, refresh, clear them in seconds. Use it every day. EYE-GENE is safe and gentle. 25¢, 60¢, and \$1 eye-dropper bottles at Druggists. Insist on EYE-GENE!



Dull morning
look...



Snap back with
dazzle!



DEPENDABLE

CHAMPION

SPARK PLUGS



← America's Favorite!

Wherever you go, you'll find most tourists depend on Champion Spark Plugs because they, like the majority of motorists, know that the name Champion is synonymous with dependability. That has made them America's Favorite Spark Plug and the world's as well—proof positive that they represent the ultimate in quality, value, performance and dependability.



Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1 OHIO



MADWOMAN ENDS HER CAMPAIGN AGAINST EVIL BY SENDING GREEDY GLAMOUR GIRLS, "MOST POWERFUL PRESSURE GROUP IN THE WORLD," TO A BOTTOMLESS PIT

LUNATIC FANTASY

A crazy crusader against evil is heroine of "Madwoman of Chaillot"

Just as the theater season's worst slump forced 11 shows to fold in two weeks, an entrancing fantasy arrived on Broadway like a fragile doorstep baby in a January blizzard. It was an import from Paris called *The Madwoman of Chaillot*. When its chances of surviving the slump looked dim, critics and other Broadway admirers of the play's deft, daft humor rallied to its support, and the *Madwoman's* chances looked promising.

The play's madwoman is a fabulous old frump

(acted by English movie star Martita Hunt), who holds court at a Paris cafe in a district named Chaillot. Scorned by the cafe's plutocratic customers and loved by humble people, she embarks on a lunatic but purposeful war against greed. In an Alice-in-Wonderland atmosphere of conspiracies, mock trials and mad tea parties she triumphs. She convinces the rampant money-mad materialists that there is oil in her cellar and sends them to doom on an endless flight of steps that lead only downward.

CONTINUED ON PAGE 67

Coffee Time

in the ski country. Such good cheer in every warming, fragrant cup that winter sunlight seems brighter... the challenge of the ski trail more exciting. And because Maxwell House is America's favorite—coffee time is Maxwell House time wherever you go. Painted by Paul Sample.



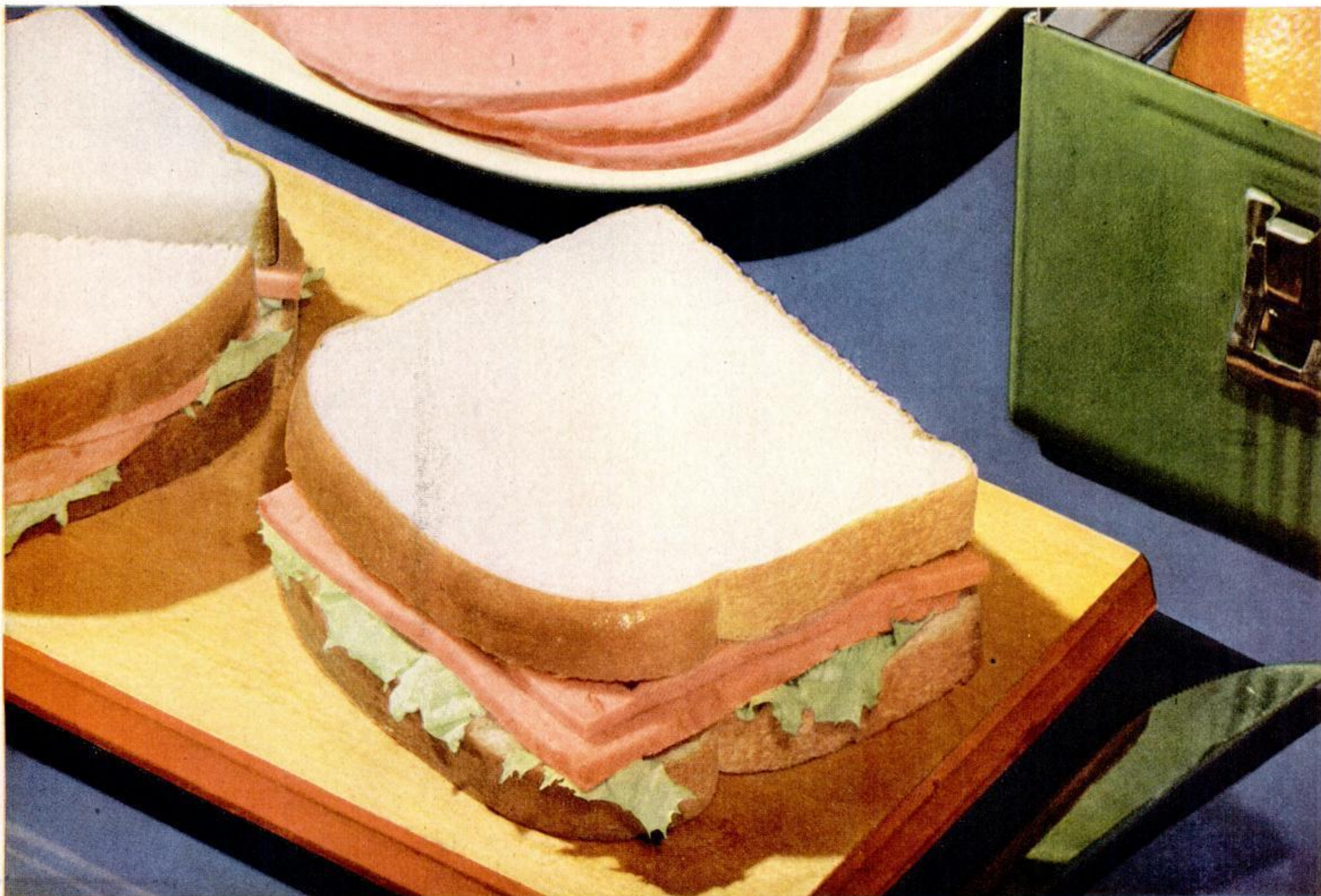
Because that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.



Throughout this nation of coffee lovers **MORE PEOPLE BUY
AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

Tune in... Maxwell House Coffee Time... starring George Burns and Gracie Allen, NBC, Thursday nights.

Copyrighted material



Enriched bread (the kind a baker bakes) provides more energy for less money than any other food you can pack for lunch.

YOU NEED SOMETHING THAT A BAKER MAKES to make each meal complete

THE BREAD that helps balance your diet helps *balance your budget*, too!

Penny for penny, it gives you more of the things your body needs—more generously—than any other food you eat at every meal.

And bread is *no more fattening*, according to nutritionists, than any other food that gives you equal energy!

So—*eat more bread!* Eat it for *energy*. Eat it for *economy*. Eat it for *enjoyment*—

the enjoyment that you get from *all* the good things that a baker bakes for you.

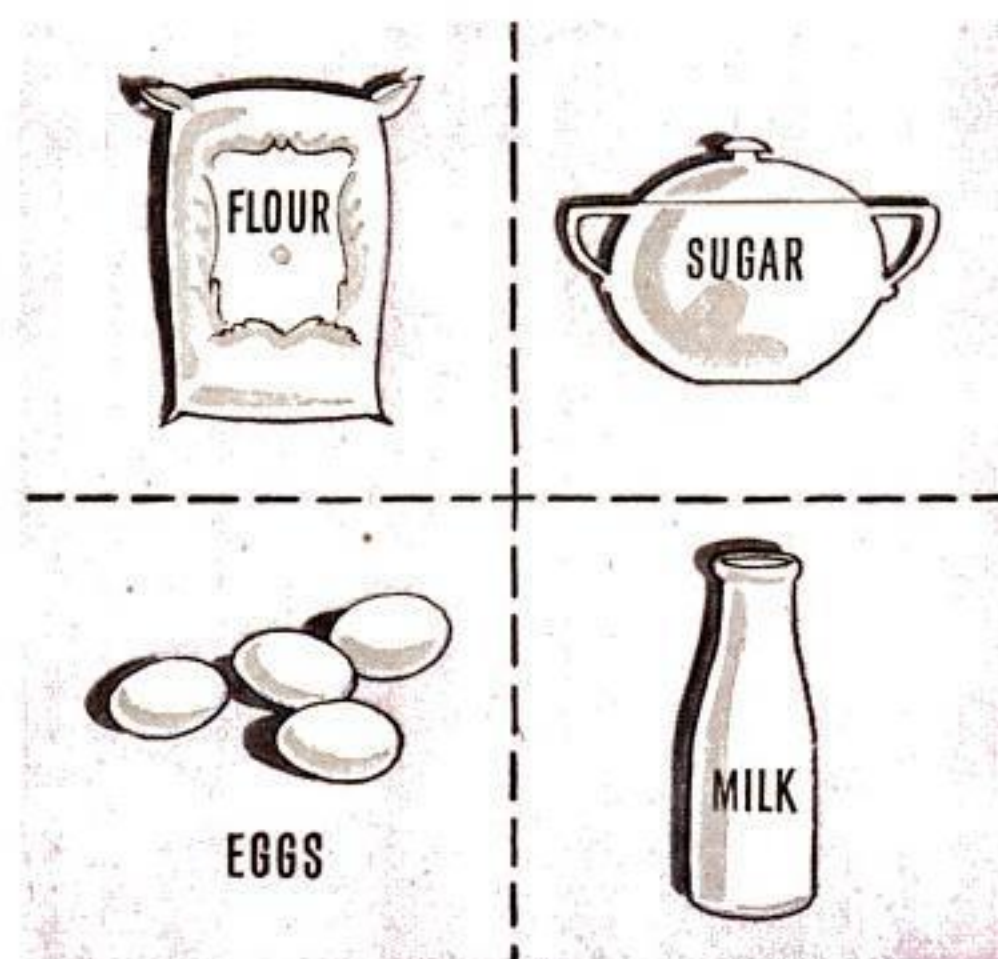


THE BAKERS OF AMERICA ...who do your baking for you with the same high quality ingredients you would use; bake fresh daily with the same care you would take.

Copyright, American Bakers Association, 1949, Chicago



Cake belongs in every lunch-box, too. And on your dinner table several times a week. Enjoy it with ice cream. Enjoy it with fruits. Enjoy it by itself. And to *double* your enjoyment—to treat yourself to leisure time as well as wonderfully good eating—*buy it baked!*



You are eating a delicious combination of these good foods when you eat bakery foods. That's why you need something that a baker makes to make each meal completely *satisfying*; completely *nourishing*!



AT A SMALL CAFE the madwoman of Chaillot (*center*) queens it among the waiters and humble passers-by, who greet her with respect and tender affection. But to the stuffy businessmen at their tables she is a batty old nuisance.



AN EVIL PLOT to dig for oil under Paris is hatched by four conspirators including a prospector (Vladimir Sokoloff, *center left*) and a plutocrat (Clarence Derwent, *center right*). Overhearing them, the madwoman plans to foil them.

CONTINUED ON NEXT PAGE

Worth a *King's Ransom*
at a Time Like This...



Be prepared for such night-time emergencies by being sure your flashlights are loaded with *fresh*, new Winchester No. 1511 batteries.

They Last Almost
TWICE AS LONG*



*Measured by the A.S.A. light industrial flashlight test... the most effective test applicable to modern everyday use of this size battery... the *new* Winchester No. 1511 flashlight batteries **LAST ALMOST TWICE AS LONG** as the pre-war No. 1511. Reason? Olin electronic research has stepped up the power of their light-making chemicals. Guaranteed to give extra long life not only in flashlights but also in other equipment using regular size flashlight batteries.

Remember To Look For This **WINCHESTER**
Display When You Buy Batteries and Flashlights



This self-service display at your favorite store offers you fresh Winchester batteries and a wide assortment of Winchester solid-drawn brass or copper flashlights. Choose from the many types and styles that are **IDEAL** for your car and home.

Flashlight Prices,
Complete with **FRESH**
WINCHESTER Batteries,
from \$1.15 to \$1.95

RETAILERS!

Ask your wholesaler for complete details on this unique Winchester flashlight and battery Display No. 145—a complete department in itself!

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**WORLD'S FINEST
FLASHLIGHTS AND
BATTERIES**

OLIN INDUSTRIES, INC., Electrical Division, New Haven, Conn.



PARK & TILFORD

Fine Whiskies Since 1840

PARK & TILFORD "RESERVE" 62½% GRAIN NEUTRAL SPIRITS 86 PROOF
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Madwoman of Chaillot CONTINUED



AT A MAD TEA PARTY the woman of Chaillot entertains her friend Constance (Estelle Winwood, left), who holds a lively conversation with invisible dog while another friend (Nydia Westman, right) chats with imaginary crowd.



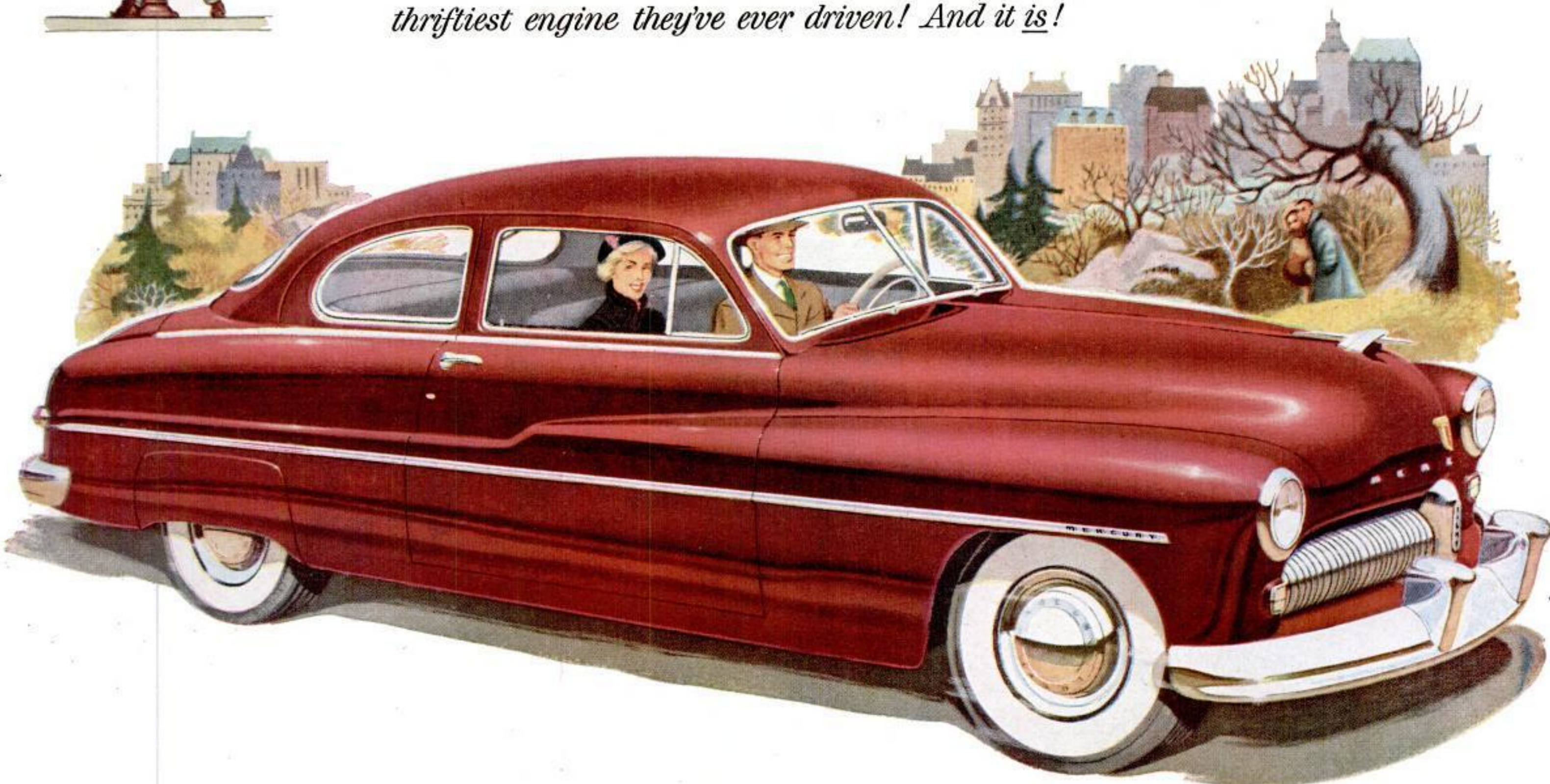
AT A MOCK TRIAL held in the madwoman's cellar, a ragpicker (John Carradine, left) pretends to be a plutocrat, is sentenced to death by the paupers. Later the madwoman sends the real plutocrats to their doom in a bottomless pit.

"Pickup? Watch it on the green light!"



THAT'S WHAT OWNERS SAY ABOUT THAT ROAD-PROVEN NEW 1949 **MERCURY** ENGINE!

*What gives this low-to-the-road, new 1949 **MERCURY** such a jump on the others? Look under the hood! That exclusive new **MERCURY** power plant is terrific! Owners say it's not only the liveliest, the smoothest...but the thriftiest engine they've ever driven! And it is!*



Make your next car

MERCURY



White side-wall tires and rear wheel shields are optional

YOU can be sure your 1949 Mercury's got the *flashing pickup*—and everything else you expect of a 1949 car!

For this long, low, road-hugging Mercury's been *road-proven* by thousands of owners for millions of miles!

You can depend on its *powerfully thrifty*, new 8-cylinder, V-type engine!

Its new front coil *springing*! New, restful "comfort-zone" *ride*! New, easier *steering*! New "super-safety" *brakes*! New, broader, softer *seating*! New increased *visibility*!

See it—and you'll say "*It's Mercury for me!*"

LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY



NINE-FOOT COUNTER with a stainless-steel top runs the length of the kitchen, contains four electric burners. There is plenty of storage space above and below counter.



LARGE WINDOWS give the dining area a view as well as plenty of light. The open counter between the kitchen and dining area (*background*) facilitates serving of meals.

Unfolding House CONTINUED

THE ONLY TROUBLE WITH THIS HOUSE IS ... YOU MAY NEVER GET ONE

The Acorn house illustrates what prefabrication might accomplish when its inherent advantages are carried to their logical conclusion. For the price of this house includes a good deal of built-in furniture which the purchaser of an ordinary house must buy separately (desks, bookcases and bureaus) and a great deal of kitchen equipment as well: stove and separate oven, new drawer-type refrigerator, clothes-dishwasher. But the small Acorn company faces a long series of hurdles before it can produce and sell its houses throughout the U.S.

One hurdle is the 2,000 U.S. building codes which, all different and locally interpreted, govern American building today. In many cities foundation walls must be 12 inches thick. In others they need be only 6 inches thick (Acorn has no foundation walls and needs none). Hundreds of city codes would bar Acorn's plywood wall panels. Some New York towns would bar the house on the grounds that it has no cellar, Detroit on the grounds that the plumbing was not installed under supervision of a master plumber. Zoning laws and local prejudices are another barrier. Many areas restrict all modern architecture—period. Others reject a flat roof (which on this house is particularly logical). Still others permit only brick or two-story construction or both.

The building trade unions will fight the house on the ground that the work in it should be performed locally, where it is put up, and not in a factory in Bedford, Mass. Some plumbers' locals will insist on ripping the plumbing out and putting it back in; union-friendly building inspectors will refuse to approve wiring they cannot see.

If Acorn begins growing into a big corporation and needs a bank loan for the purpose it will encounter trouble: housing companies are not regarded by banks as good risks. In spite of all this Koch and his backer, John Bemis of Concord, are going ahead. If nowhere else, they feel they can sell the house in resort areas without building codes, to the armed services and in foreign countries. The U.S. generally may never see it except in pictures like these.

NEXT WEEK: A LIFE ROUND TABLE ON HOUSING

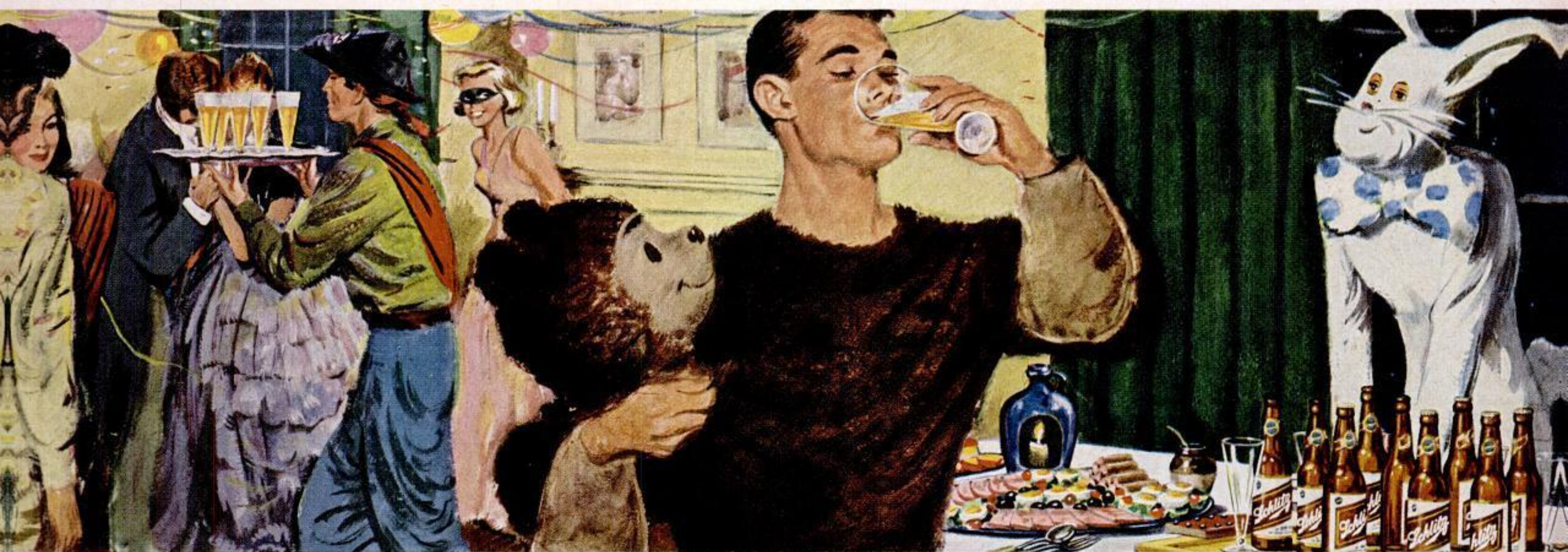
The problems faced by the builders of the Acorn house are those faced by anyone trying to produce a better house for less money today. Because these problems remain unsolved, housing is the least satisfactory of American consumer industries. To find out why this is so and to discover possible solutions *LIFE* recently held the third of its Round Table discussions. The results of this Housing Round Table will be published in next week's issue.



STORAGE-WALL type of unit between the two bedrooms gives each room a closet and a bureau-dressing table. This sample house was decorated by New Design, Inc.



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"





Wonderful Morning!

As you stretch into the morning sun, a million rainbows sparkle from your left hand.

You're engaged! New, wonderful thought. You'd love to linger . . . but this morning you're taking the first step toward your new home . . . choosing your sterling silver.

Choose wisely . . . for this is your first life-time possession, setting the character of your home. The choice to make you happiest ever after: International Sterling . . . solid silver with beauty that lives forever.

No lovelier patterns . . . none in more perfect taste. Shining, simple ones. Romantic floral designs. Traditional motifs. Modern masterpieces. All designed by America's top silver artists, crafted by the most famous New England silversmiths!

So much loveliness and value for your money! New basic service-for-eight chest, as low as \$168.50. If you like, there's an easy purchase plan.

All patterns shown here are made by The International Silver Co. in the U.S.A.

TUNE IN to "The Adventures of Ozzie and Harriet," Sunday evenings, 6:30 P. M., E. S. T., NBC.

International Sterling

Copyright 1949, The International Silver Company, Meriden, Conn.



JOAN OF ARC

JOAN OF ARC: FRENCH-INSPIRED; SUPERBLY GRACEFUL—WITH ITS DELICATE CURVES AND CONTOURS.



ROYAL DANISH

ROYAL DANISH: A RICH-LOOKING SCANDINAVIAN TYPE OF DESIGN, OPENWORK HANDLE. TRULY DESIGNED FOR DRAMA.



SERENITY

SERENITY: A MARVELOUSLY PROPORTIONED PATTERN WITH A SIMPLE, ALMOST "TAILORED" LOOK. DELICATE TRACERY AT SIDES.



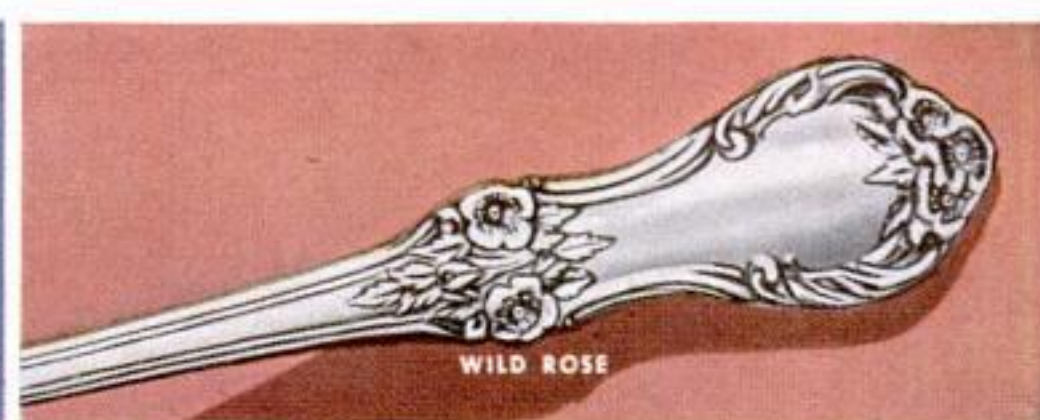
SPRING GLORY

SPRING GLORY: DARINGLY DIFFERENT; ITS DECORATION UNFOLDS INTO ONE PERFECT FLOWER. THE ESSENCE OF SPRINGTIME. NOTICE HOW PERFECTLY THE DELICATE OPENWORK MOTIF IS FINISHED, IN EVERY DETAIL.



PRELUDE

PRELUDE: A ROMANCE PATTERN—CROWNED BY A DAINTY CLUSTER OF FLOWERS. PROBABLY AMERICA'S BEST-LOVED PATTERN.



WILD ROSE

WILD ROSE: EXQUISITELY CARVED, ORNAMENTED WITH TINY WILD ROSES. NOTICE THE PERFECTION OF EACH BLOSSOM.

1950 CENSUS TRYOUT



CENSUS TAKER Gwenn Brandenburg (18, married, one child) leaves the local office for her area of Union County. At right she tries a muddy, well-posted road. She could not get in. Another census taker finally did.

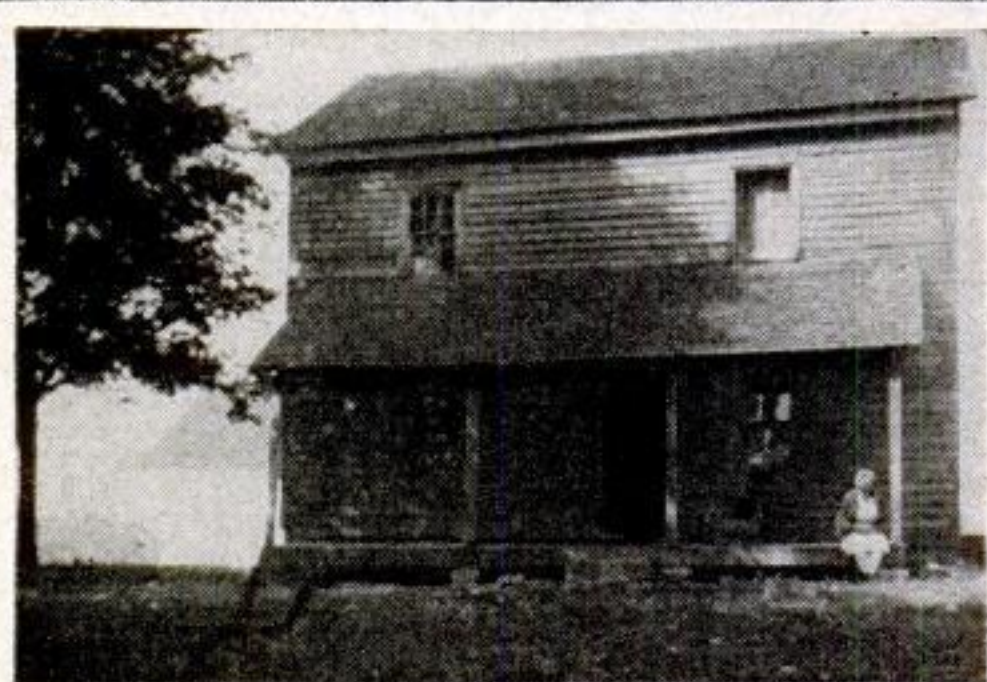


U.S. PREPARES FOR \$100 MILLION JOB OF COUNTING ITS PEOPLE

The U.S. Constitution requires the government to make a thorough count of all men, women and children in the nation every 10 years. Originally this enumeration was intended solely to measure growth and shift in population so the people in every state would have proper representation in Congress. But about 1850 the government realized the value of this procedure and has added more questions until today the census compilation is a gold mine of information for sociologists, businessmen, educators, economists, political scientists and the government itself. This has made census taking a vastly more expensive and complicated operation. The 1940 census cost \$39 million. The count in 1950 will cost \$100 million. Fully 23 months before the official count begins, government employees like the woman shown above have been trudging through muddy roads and crowded city streets testing new questions and techniques to reduce the mistakes and enhance the effectiveness of

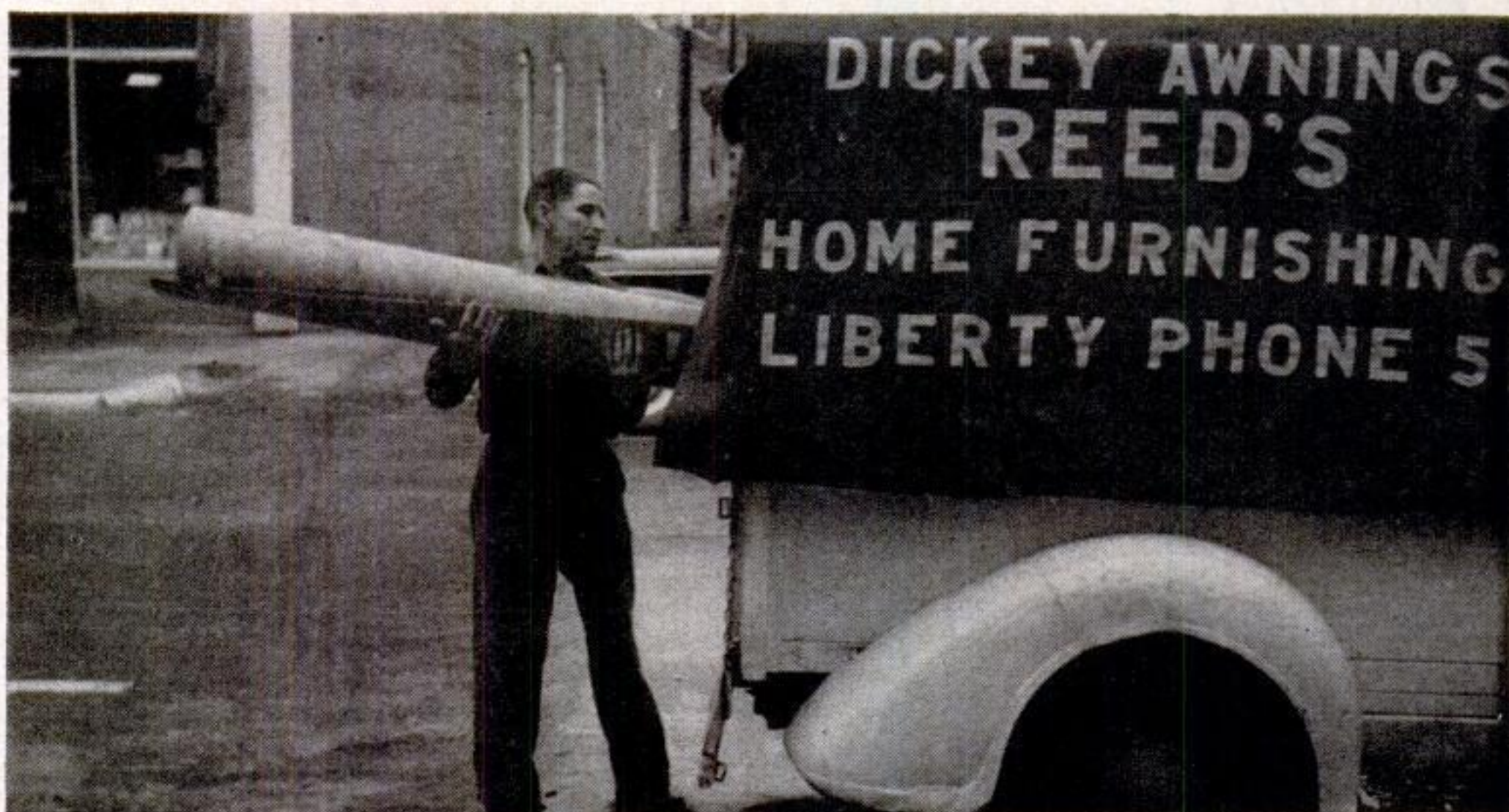
the questions in the real count. But the results will be more than worth the expense and trouble.

The tryout shown on these pages took place in Union County, Ind. It proved some new questions worthless, some good, suggested others. It also gave some hints of what the real census of Union County will show in 1950. Union County has grown and prospered (*next page*). And Union County offers an indication of the growth and change that the nationwide census will show. Already these rehearsals have pointed to some fascinating facts and figures, which can as yet only be estimated (*p. 78*). For instance, between 1940 and 1950, 30,800,000 babies will have been born, a new U.S. record. What this fact can mean to the economy alone is being contemplated by businessmen who are estimating the huge demand to come, progressively, for toys, schoolbooks, long pants, graduation wrist watches, college beanies, wedding rings and, then, diapers again.



FARM OWNER In 1940 census, Eugene Klein was listed as a tenant farmer. At that time he was working from dawn to well past dusk to provide a living for his wife and 4-year-old son. The farmhouse he rented had no inside toilet nor running water, and his wife had to carry buckets from a well. But in the years that followed, Farmer Klein prospered. He finally saved up \$6,000 and bought his own 50-acre

farm. It had a ramshackle old house (*left*), but he tore it down, used the salvaged lumber, a little help and his own sweat to build the comfortable house shown above. In the 1950 census Eugene Klein will be able to list himself as a farmer owner, estimate his net profit at about \$3,500 a year. He works a great deal less than he used to and can now find time to putter about in his carpentry shop or relax on the front porch with his wife and 13-year-old son Darrel.



NEW BUSINESSMAN Robert Reed, his wife and son are three people who have helped increase the population of the county from 6,017 to 6,309. They moved to the county seat of Liberty in 1940 just after the last census. A year ago last August

Reed quit his job as lineman (*above, left*) and Mrs. Reed hers as a store clerk. They bought an old chicken hatchery and made it over into a store. Now self-employed, they sell linoleum (*above, right*), awnings, home furnishings and gifts. Before opening the store their combined income was \$3,000; today it is \$4,500.



NEW FARMER Even when the 1940 census was taken anyone could have guessed that John Carson would do all right. He was then a student at the agriculture school of Purdue (*right, arrow*) on a scholarship he had won in a national competition. When he got out, he rented a 311-acre farm and went to work. In 1942 he met Marjorie Burton of Indianapolis while she was visiting a girl friend in Union County, courted

and married her. The two promptly pitched in and fixed up a shabby house on the farm for their home. Today Carson raises beef cattle, sheep, hogs, corn and wheat, all of which last year netted him \$5,000. If his profits get better, he plans to buy his own farm. But already he has a wife and two healthy boys, a hired hand, \$7,000 worth of equipment, including all the things shown above, and a lot more that no census taker can ever explain in tables of statistics.




TENANT FARMER Albert Geis was a tenant in 1940. He still rents his farm. But his net has increased at least 25%, mostly because his two sons talked him into changing from general farming to specializing in Poland-China hogs. He now has \$10,000 in mechan-



ized equipment. A team of mules (*above, left*) has been replaced by a tractor (*above, right*). His sons still live with him and help run the farm, which Geis has no intention of buying. Additional statistic: this year one of his hogs won the championship at the Indiana State Spotted Poland-China Breeder's Show.

THESE ARE SOME OF THE QUESTIONS BEING TRIED OUT



SCHEDULE **I**

BUREAU OF THE CENSUS

INDIVIDUAL ENUMERATION FORM

BUDGET BUREAU NO. 41-R-1128
APPROVAL EXPIRES DECEMBER 31, 1948

ANSWERS ENTERED ON THIS FORM ARE BY LAW CONFIDENTIAL AND CANNOT BE DISCLOSED BY THE CENSUS BUREAU TO ANY PERSON, COMPANY OR OTHER GOVERNMENT AGENCY

Now we need information for each member of the household (including visitors). Please have each adult person who is able to do so fill out his own form. Be sure to have a separate form filled out for each child and adult.

THE SELF-ENUMERATION FORM (ABOVE), LEFT FOR THE RESIDENT TO FILL OUT, IS BEING TRIED AS A SUPPLEMENT TO QUESTION-AND-ANSWER METHOD

Where do you usually live?
 Were you temporarily staying somewhere else on October 22, 1948?
 What is your race?
 How old were you on your last birthday?
 When were you born?
 Are you now married, widowed, divorced, separated, or have you never been married?
 Where were you born?
 Are you a citizen of the United States?
 What language (other than English) did your family speak in your home when you were a child?
 Were you living on a farm a year ago?
 Where were you living a year ago?
 What was the highest grade of school you completed?
 In elementary school?
 In high school?
 In college or professional school?
 Have you had less than 1 year of regular schooling?
 Have you been attending (or enrolled in) school at any time during current term or school year?

Are you now on active duty with the Armed Forces (Army, Navy, Air Force, Marine Corps, or Coast Guard)?
 What were you doing most of last week?
 Working—how many hours?
 Keeping house—how many hours?
 Going to school—how many hours?
 Something else (for example—ill, retired, on vacation, looking for work)—how many hours?
 Last week, did you do any work at all (not counting work around the house but including unpaid work on family farm or business)?
 Did you look for work last week?
 Had you looked for work earlier and were you waiting to hear?
 Were you temporarily ill?
 Didn't you think there were any jobs?
 Were you expecting to be called back to your old job?
 Do you have a job or business from which you were absent last week?

Last year, did you do any work at all (even for a week or two) not counting work around the house?
 Last year, did you earn any money by working as an employee for wages, salary, commission, or tips? About how much did you earn?
 Last year, did you earn any money income by working for yourself in your own business or professional practice, or in farming? About how much?
 Whether or not you worked last year—did you receive other income from interest, dividends, veterans allowances, pensions, rent? About how much?
 Have you ever worked?
 If you worked last week, describe last week's job or business. Give your occupation or describe the exact kind of work; for example, farmer, farm hand, practical nurse, assemble radio tubes, locomotive engineer, wash cars.
 If you are a married, widowed, divorced, or separated woman, how many children have you ever borne? Do not count stillbirths.

THESE ARE SOME FACTS THE OFFICIAL COUNT MAY REVEAL

Official population data will not be available until late 1950, but samplings and unofficial counts have made possible some sound estimates

TOTAL POPULATION
147,986,000

POPULATION GAIN
16,317,000

SHIFTS IN POPULATION

Interstate migration was greatest in history. At least 12 million people moved to other states after the 1940 census. Four million residents of the agricultural Midwest and the South established new homes on the West Coast and in industrial cities of the north. Seven states showed a net loss: North Dakota, Montana, South Dakota, Mississippi, Kentucky, Nebraska and Arkansas. Oregon had the biggest percentage increase, 49.3 (chart below). California had biggest numerical increase, 3,037,000, replacing Illinois as the third most populous state.

SHIFTS IN THE ELECTORATE

There will be 95 million of voting age in 1950. California will have at

least seven more congressmen. New York, Pennsylvania and Arkansas will have fewer congressmen.

DISTRIBUTION OF SEXES

Females outnumber males for the first time. They are in majority by half a million.

NUMBER OF CHILDREN

The decade produced more children than any in history. 3,910,000 were born in 1947, the biggest birth rate yet.

EDUCATION

Elementary school attendance will grow by five million in 10 years. Half the adult population will have had a high-school education by 1975; more than 6% will have had a college education.

LIFE EXPECTANCY

Nebraskans have the highest—71 years. U.S. average is 67 years. Arizonans have the lowest—57 years.

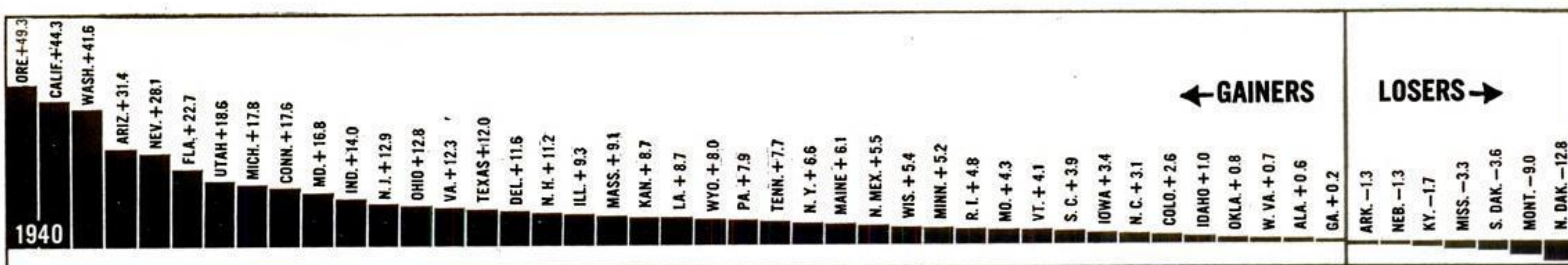


CHART SHOWS ESTIMATED PERCENTAGE OF POPULATION EACH STATE GAINED OR LOST SINCE 1940. BIGGEST GAINER: OREGON. BIGGEST LOSER: NORTH DAKOTA.



For 109 years in Canada, now a product of U. S. A., too.

Enjoy the full, delicious flavor of this light, bright, golden ale
 . . . Let the jolly Red Cap remind you to call for Carling's.

As you can see, somebody is about to have a
 fine time for himself.

CARLING'S *Red Cap* **ALE**

BREWING CORPORATION OF AMERICA, CLEVELAND, OHIO

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Big **2-in-1**
Breakfast
Buy!



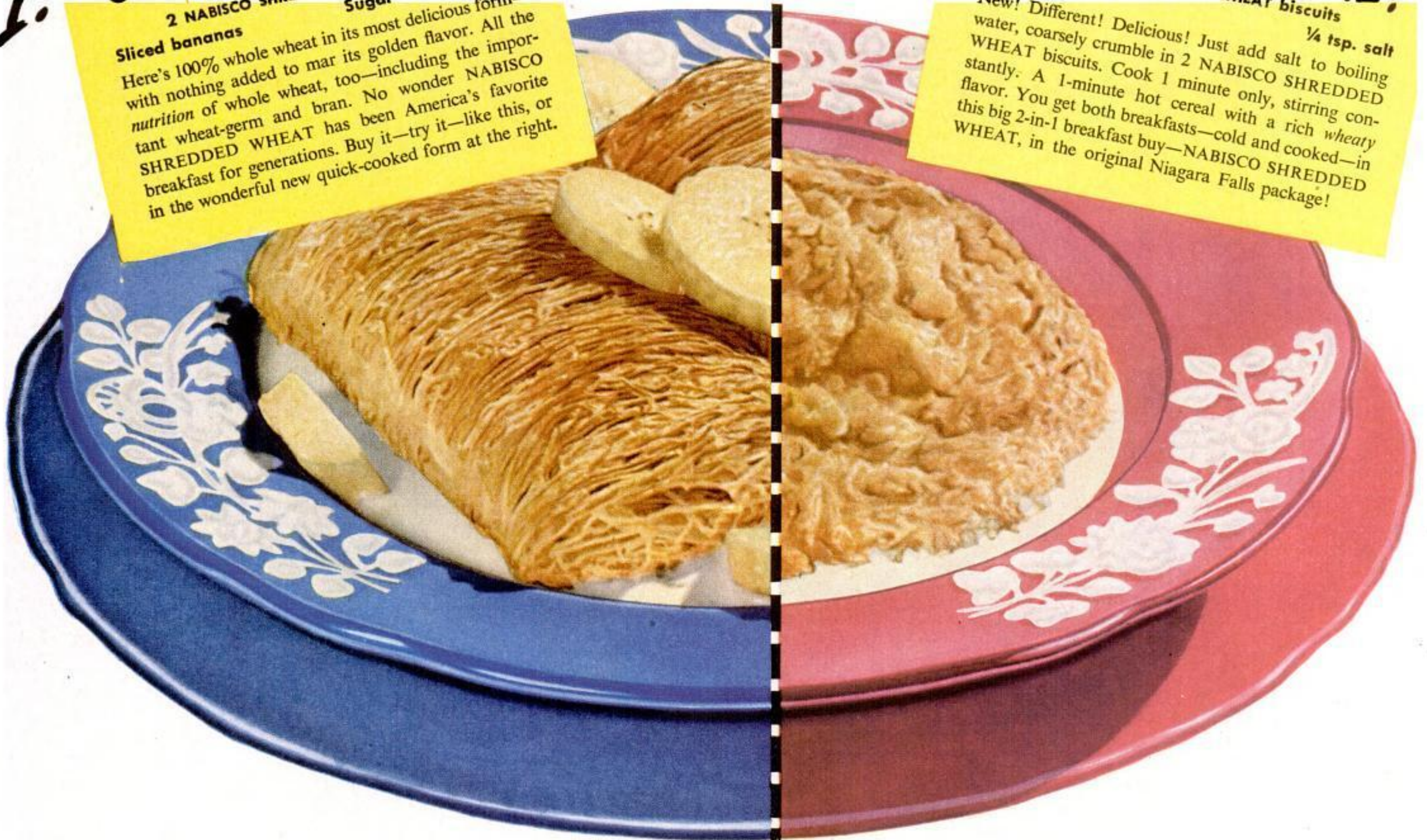
NOW—1 GRAND CEREAL GIVES YOU BOTH!

1. DELICIOUS COLD CEREAL!

2 NABISCO SHREDDED WHEAT biscuits
Sugar Milk
Sliced bananas
Here's 100% whole wheat in its most delicious form—
with nothing added to mar its golden flavor. All the
nutrition of whole wheat, too—including the impor-
tant wheat-germ and bran. No wonder NABISCO
SHREDDED WHEAT has been America's favorite
breakfast for generations. Buy it—try it—like this, or
in the wonderful new quick-cooked form at the right.

2. 1-MINUTE COOKED CEREAL!

2 NABISCO SHREDDED WHEAT biscuits
1 cup water ¼ tsp. salt
New! Different! Delicious! Just add salt to boiling
water, coarsely crumble in 2 NABISCO SHREDDED
WHEAT biscuits. Cook 1 minute only, stirring con-
stantly. A 1-minute hot cereal with a rich wheaty
flavor. You get both breakfasts—cold and cooked—in
this big 2-in-1 breakfast buy—NABISCO SHREDDED
WHEAT, in the original Niagara Falls package!



NABISCO SHREDDED WHEAT

BAKED BY NATIONAL BISCUIT COMPANY

SHOW STOPPER

Mary McCarty

SHE SINGS ABOUT RICH WILD WEST

When Mary McCarty at the opening of the new Broadway revue *Small Wonder* trotted before the curtain wearing an ermine-fringed brassiere that tickled her chest, the audience began to look. When she started to sing about the new wild West boom in her *Ballad for Billionaires* (below), the audience began to listen. When she had finished their applause literally stopped the show.

As the show went on it became apparent that Mary McCarty was funny, that she could act and even dance a little. She could be raucous or poignant, tender or tough. By the next day Mary was rated as a rising new star and the grateful producers of *Small Wonder* soon doubled her salary.

Mary comes from Irish-Indian stock and was born in Winfield, Kan. For 20 of her 25 years she has been working, first as an infant entertainer, then as a child movie actress disguised with horn-rimmed glasses and braces on her teeth in order to play the homely little tot next door to such baby glamour girls as Judy Garland and Shirley Temple. Tired of being an ugly duckling, Mary looked for some reliable way of making an income, so at Immaculate Heart College she studied to be a teacher. But her old love of show business lured her into nightclub singing, and she finally arrived in New York with \$14 and appendix adhesions. Now that she is a show stopper she takes time every night on the way to the theater to go to the Actors' Chapel and light a candle at the altar.

BALLAD FOR BILLIONAIRES

The West is on parade,
Levis tailor made,
Chaps of fancy furs,
Eighteen-carat spurs . . .
We owe it all to something in the soil
Oil, Oil, Oil.

Git along little lady, what ya think,
I'd let ya spend your life at the kitchen sink?
Git yer carcass
Down to Neiman-Marcus—
Buy yerself a mess of mink.

Ki-yi lack-a-day
Sittin' on our prairie thrones
Keepin' up with Jesse Jones. . .

Git along little shaver, say goodnight
Ya gotta leave the ranch by the mornin' light
Don't feel rotten
Yo're a goin' to Groton
Whar ya'll larn to read and write.

Gotta say goodbye, Ol' Paint.
Nice ya wuz, but chic ya ain't . . .
YIPPEE-AI-AY.







MUSIC BY ALBERT SELDEN
LYRICS BY BILLINGS BROWN



Nourishing MEAT

You knew it was good...

*but... did you know
it was this good?*

Meat as a Source of Protein, B Vitamins and Iron <small>ALL RATINGS BASED ON COOKED VALUES</small>					
KIND OF MEAT	COMPLETE PROTEIN	B VITAMINS			FOOD IRON
		THIAMINE (B ₁)	RIBOFLAVIN (B ₂)	NIACIN	
 PORK	Excellent	Excellent	Fair	Excellent	Excellent
 BEEF	Excellent	Fair	Excellent	Excellent	Excellent
 LAMB	Excellent	Fair	Good	Excellent	Excellent
 VEAL	Excellent	Good	Good	Excellent	Excellent
 VARIETY MEATS (LIVER, HEART, KIDNEY)	Excellent	Excellent	Excellent	Excellent	Excellent
 SAUSAGE (FRANKFURTERS, BOLOGNA)	Excellent	Good	Good	Good	Excellent
All meats also contain the minerals copper and phosphorus in significant quantities					

Meat smells so good when it cooks, tastes so good in the eating, gives you such a good, well-fed feeling. These are all good reasons for liking it.

But science now has a word to say about protein, in which meat is so rich. The ten essential amino acids that *complete* protein provides must all be furnished at the same time to produce the best results in building tissues, blood and resistance in the body.

Meat's *complete* protein gives you all ten together. Add to this meat's B vitamins and food iron and you can see you're right in liking meat.

P.S.—For help on your meat problems, listen to the Fred Waring Show, NBC stations, every Thursday morning.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

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The Allais Method

NEW SKI TECHNIQUE
COMES TO THE U.S.

Ever since a ruddy Frenchman named Emile Allais (*cover*) began winning ski racing championships 12 years ago, U.S. skiers have been trying to figure out how he did it. In countless ski lodges the most amateurish fireside schussers, many of whom have taken lessons in the conventional Austrian, or Arlberg, method, argued the merits of the mysterious M. Allais. "You mean Allais actually makes the skis turn without stemming?" "Basically unsound," observed Ski Instructor Otto Lang, a confirmed Arlbergian.

What Allais does is shown by the pictures on the next four pages, taken in France by Pierre Boucher and published in book form. (*How to Ski—French Method*; Editions Fleche, Paris). His basic turning movement is executed by rotating the body above the hips while the skis are held parallel and sideslipped on the snow.

As soon as possible Allais gives the beginner all the tools of speed skiing, including the Allais version of the Christiania turn (*next two pages*). To advanced pupils he teaches the ruade, or "horse kick," a maneuver which involves lifting the heels to make a turn or to clear a bump. Of the three million skiers in the U.S. only a few have tried the Allais method, and many doubt that it is the best way to ski on the wooded trails of this country. But Allais certainly thinks so; he is now in Sun Valley, Idaho—where his erstwhile detractor Otto Lang is the skiing director—to teach his technique in the U.S. for the first time. Says Allais, "My method is just right for this country. It is loose and free, just like the spirit of you Americans."



BASIC MOVEMENT in Allais method is body rotation, which is shown here by the technique's inventor, Emile Allais, in the final stage of a Christiania turn to

the left. The right arm and shoulder are thrown forward in a follow-through, the weight of Allais' body turning the skis. For the full movement turn the page.

HE DOES A RUADE AND A CHRISTIANIA

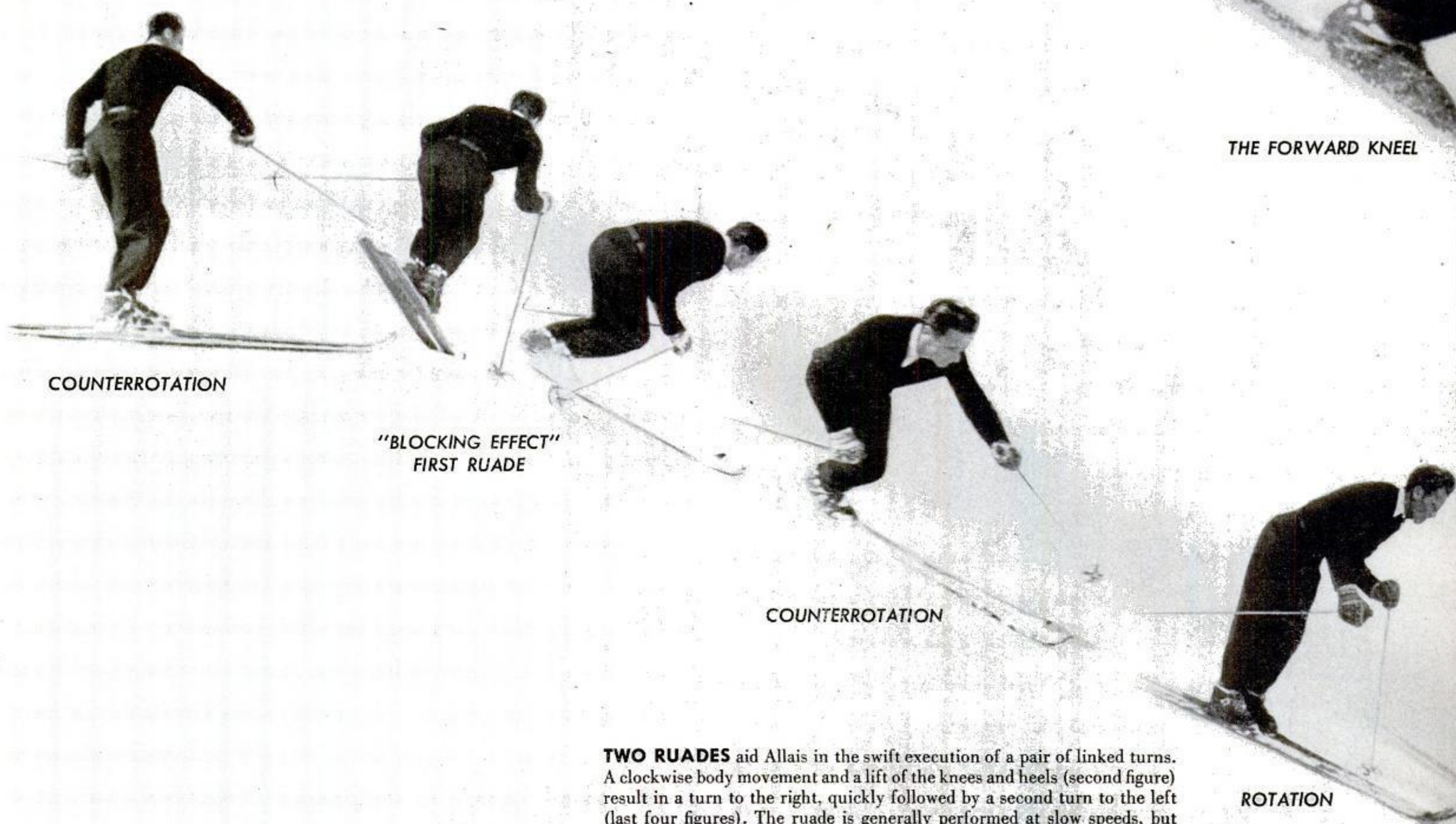
The spectacular sweep of the Christiania turn depicted in the photographic montage at right shows how the Allais theory of body rotation is applied by Allais. Just as a baseball pitcher begins his delivery with a windup, Allais begins with a countermovement (first figure), then lunges forward and rotates his body counterclockwise. The rotation is checked at the hips (fifth figure) by a technique which Allais calls *blocage*, or "blocking effect." His legs remain rigid, but the skis are sideslipped into a leftward turn as his upper body continues to swing around, pivoting at the hips not the ankles. When performed by an expert the maneuver is accomplished in one continuous movement, without jerkiness. The same principle of *blocage* is applied by Allais when he combines the Christiania with his pet ruade (below).



COUNTER-
ROTATION

ROTATING BEGINS HERE

THE FORWARD KNEEL



COUNTERROTATION

"BLOCKING EFFECT"
FIRST RUADE

COUNTERROTATION

ROTATION

TWO RUADES aid Allais in the swift execution of a pair of linked turns. A clockwise body movement and a lift of the knees and heels (second figure) result in a turn to the right, quickly followed by a second turn to the left (last four figures). The ruade is generally performed at slow speeds, but many U.S. skiers still insist it is a dangerous maneuver in the deep snow.



OUTER ARM FOLLOWS THROUGH

INNER ARM STOPS
AT SKIER'S HIPS

"BLOCKING EFFECT,"
OUTER ARM FORWARD

INNER ARM
SWINGS DOWN

SIDESLIPPING TAKES PLACE
AS ROTATION CONTINUES

COMPLETING THE CHRISTIANIA (above), Allais continues to swing his body and outer arm, forcing skis to follow in a graceful arc. Under conventional Arlberg method the turn would be accomplished by stemming the downhill ski—i. e., forcing the rear tip outward. In both techniques the body is kept perpendicular to the skis, with most of the weight on outside foot.

"BLOCKING EFFECT"
SECOND RUADE

FOLLOW-THROUGH

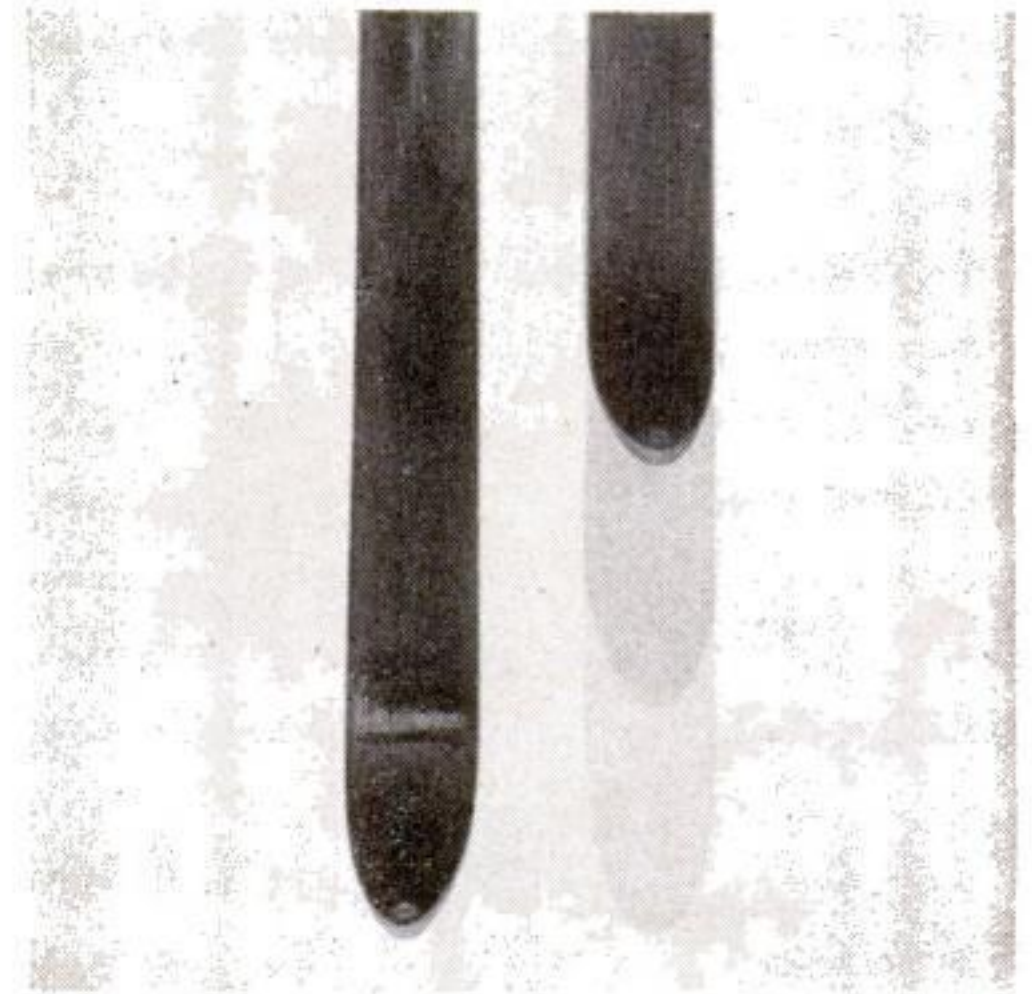


FORWARD LEAN from ankles, or vorlage, gives skier balance during a downhill descent and is taught much the same in all methods. Cardinal rule is to keep the weight of the body perpendicular to the skis or slightly forward

at all times, as shown by the lines superimposed on these pictures. Above: Emile Allais leans only slightly to glide down an easy slope. Below: on a steep descent he crouches forward in racing position almost to the tips of his skis.



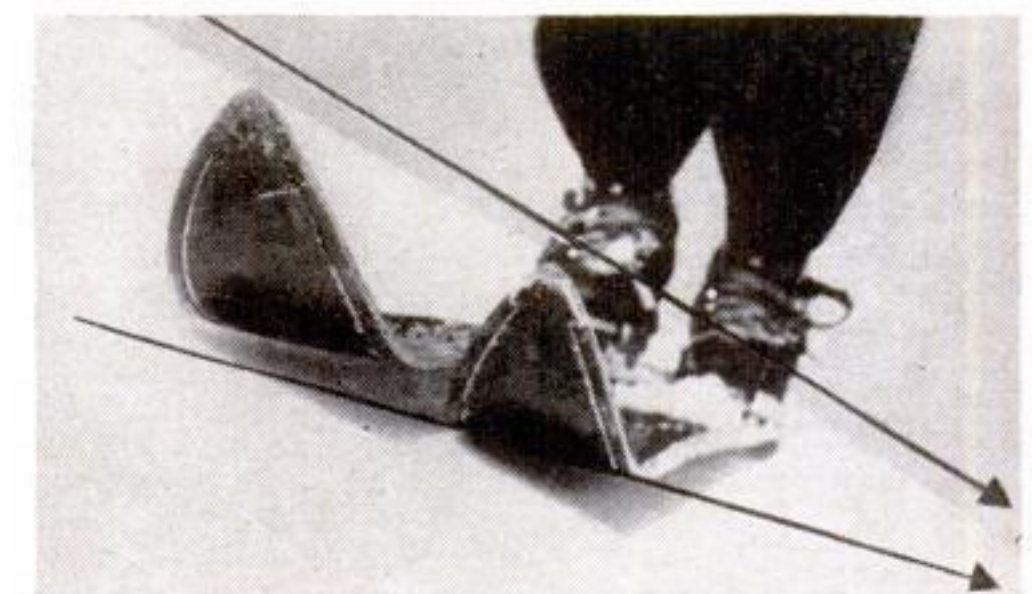
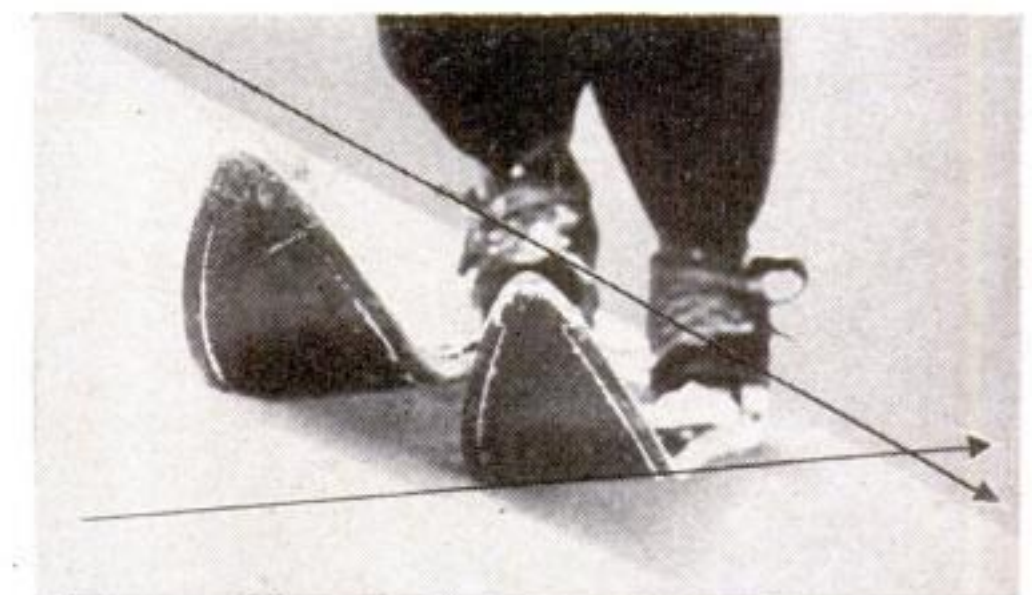
ALLAIS METHOD CONTINUED



THREE SKI POSITIONS are prescribed by all methods, depending on condition of the snow. In icy snow skis are held even; in powder or corn snow one tip is slightly advanced; in deep snow one ski is even further advanced.

SOME STEPS ARE IN ALL METHODS

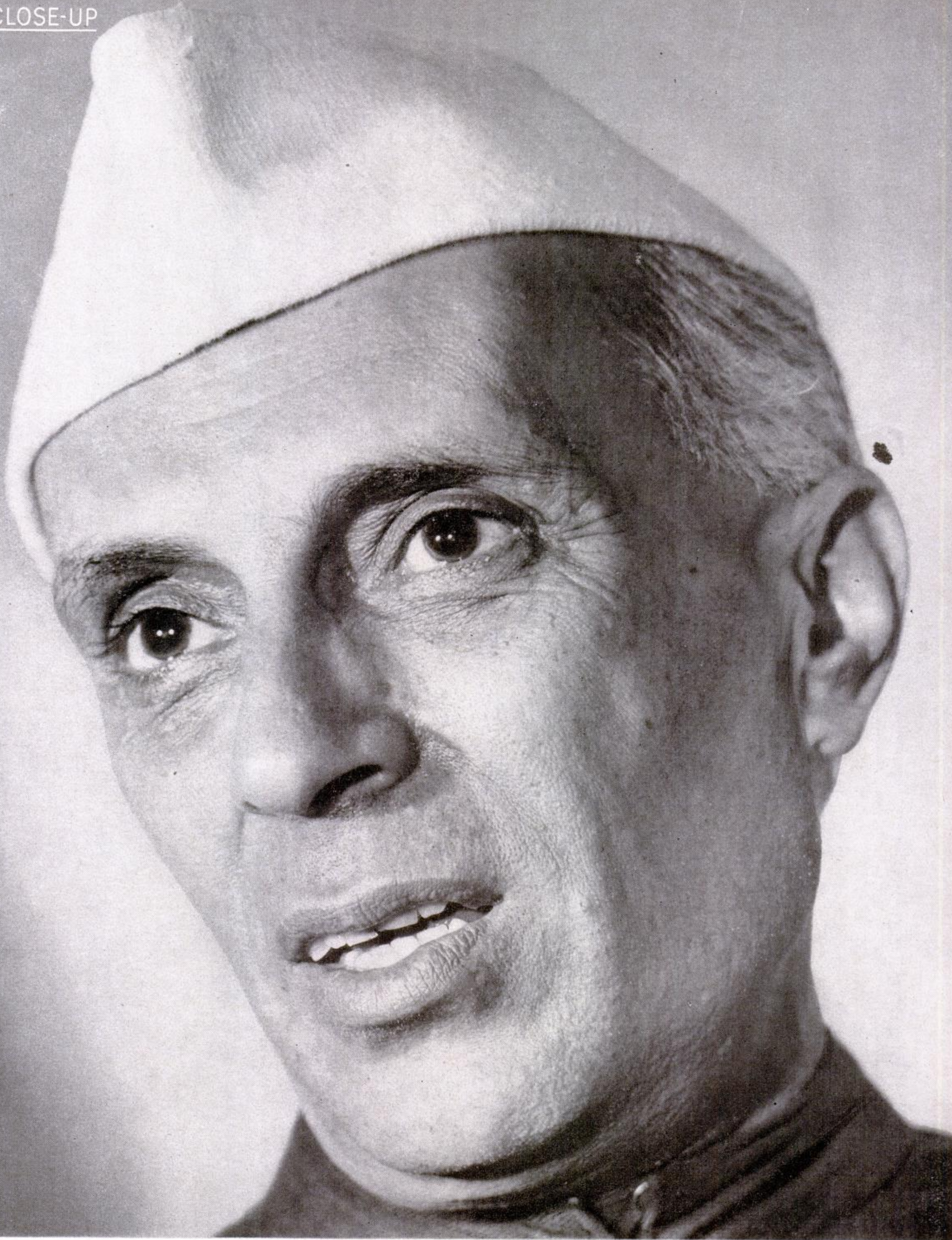
Emile Allais says, "I didn't invent skiing. I just developed new ways of doing it." But there are a number of movements which are common to all methods of ski instruction. The forward position of the skis (*above*) depends on snow conditions, whether a skier learns the Arlberg or the Allais technique. The proper degree of forward lean (*left*) is governed by mathematical laws of balance, not by Arlberg or Allais. If a skier does not lean forward far enough when he is descending a slope, his backside will soon leave a sitzmark in the snow; if he leans too far, he is likely to lose his balance and go tumbling down the hill. Some racing skiers of the Arlberg school have even used a variation of the ruade turn (*opposite*) although Allais was the first to make the "horse kick" part of a codified ski technique. Allais concedes that an expert skier is likely to develop his own style—and that it will probably be a synthesis of all existing methods.



SIDESLIPPING, a basic tenet of the Allais method but used in varying degree by all methods, involves flattening skis to slope by outward bending of ankles (bottom picture) instead of edging them on the snow (top picture).



ON A STEEP SLOPE EMILE ALLAIS
PERFORMS HIS PET "HORSE KICK"



GANDHI ON NEHRU:

"He is pure as the crystal . . . he is a knight *sans peur et sans reproche*."

ARCHBISHOP OF CANTERBURY ON NEHRU:

"Such a pleasant gentleman! Who would imagine that he could shake up a continent?"

WALTER LIPPMANN ON NEHRU:

"[Pandit Nehru] is certainly the greatest figure in Asia. . . ."



SARASWATI on a lotus symbolizes the indecisiveness of India.

NEHRU

Like the lotus, India's prime minister lives half in and half out of the mystic Hindu-world

by WINTHROP SARGEANT

LIKE many other Hindu deities, Saraswati, goddess of wisdom, spends a good deal of her time standing on a lotus. This fact, as any holy man will explain, is because the lotus grows half in and half out of the water, indicating Saraswati's dual nature. She lives half in and half out of this world. This somewhat ambivalent position doesn't bother Saraswati a bit. She is a typical inhabitant of India in that she refuses to recognize the necessity of making up her mind. This ambivalence is reflected in ancient Hindu texts where it is referred to as the "polarity of opposites." It also permeates the political and economic structure of modern India, and the morals, beliefs and way of life of her people.

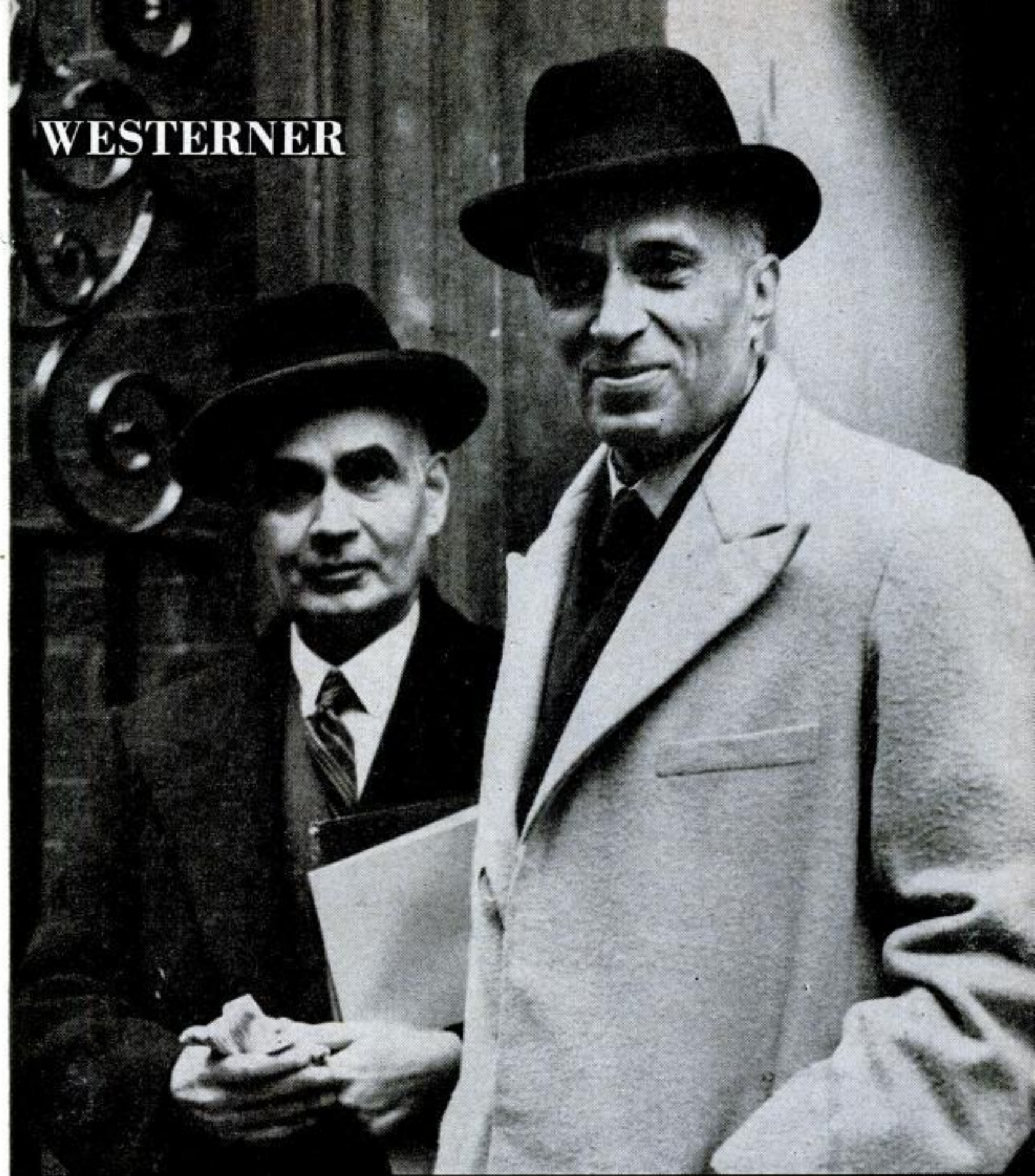
Eighteen months ago India became an independent nation and a player instead of a pawn in the game of international affairs. Yet India is, at the moment, half in, half out of the British Commonwealth; its people cannot wholly make up their minds between the ideals of a progressive West and the wisdom of an aged East; their present government is half socialist, half capitalist; their dominant religion is half a profound and intricate structure of spiritual ideas, half a jungle of primitive idolatry and fetishism. They continue to produce the world's greatest apostles of tolerance, passivity and nonviolence while holding one of the modern world's most impressive records for butchery due to religious prejudice.

The outward symptoms of this cosmic indecision clutter every feature of the Indian scene. The maximum of intelligence rubs elbows with the maximum of impracticality and stupidity. A past civilization whose achievements in philosophy, literature and art stagger and charm the imagination of Western scholars survives in an environment of incredible filth, disease and starvation. Indian intellectuals, who are, as a class, among the world's most brilliant and ingratiating people, discuss the latest developments of Western science and technology while consulting palmists and astrologers about their daily problems. Bombay and Calcutta society women, who look like so many Merle Oberons dressed in saris, remove their high-heeled shoes to enter ancient stone temples with offerings to Shiva. Minorities threaten India's political life to a point where agreement seems next to impossible.

Opinions, endlessly elaborated by the world's most imaginative and loquacious people, flourish like tropical plants. India, they tell you, should have prohibition. India would be immeasurably benefited by the abolition of tobacco. All Indians should spend at least one hour a day spinning cotton

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WESTERNER

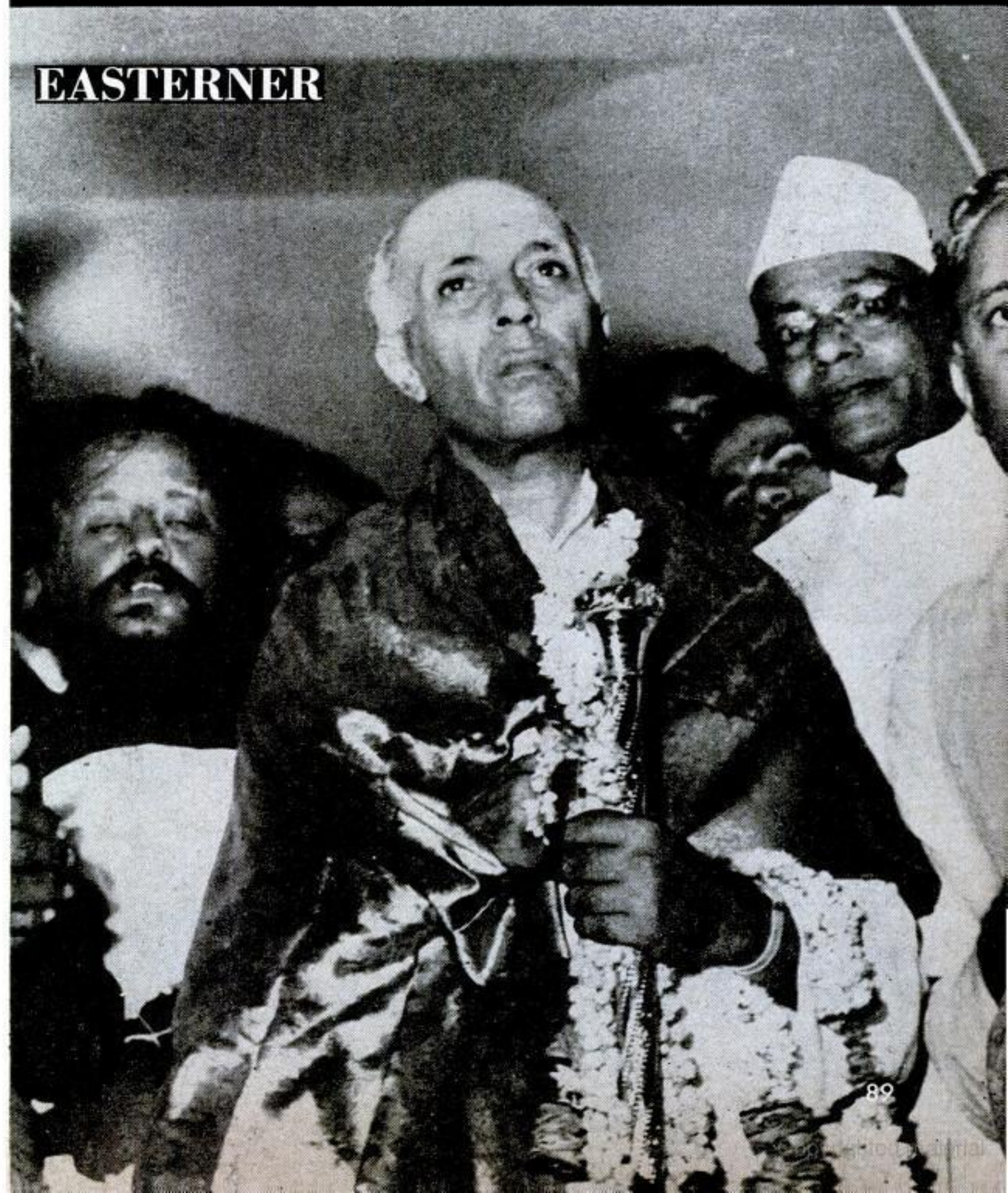


IN A SMART HOMBURG, NEHRU ARRIVES IN LONDON FOR MEETING

NEHRU: "I have become a queer mixture of East and West, out of place everywhere, at home nowhere. Perhaps my thoughts and approach to life are more akin to what is called Western than Eastern, but India clings to me . . . and behind me lie somewhere in the subconscious racial memories of a hundred . . . generations of Brahmans. I am a stranger and alien in the West. . . . But in my own country also, sometimes I have an exile's feeling."

IN INDIAN ROBES, NEHRU ACCEPTS RELIGIOUS MACE IN NEW DELHI

EASTERNER

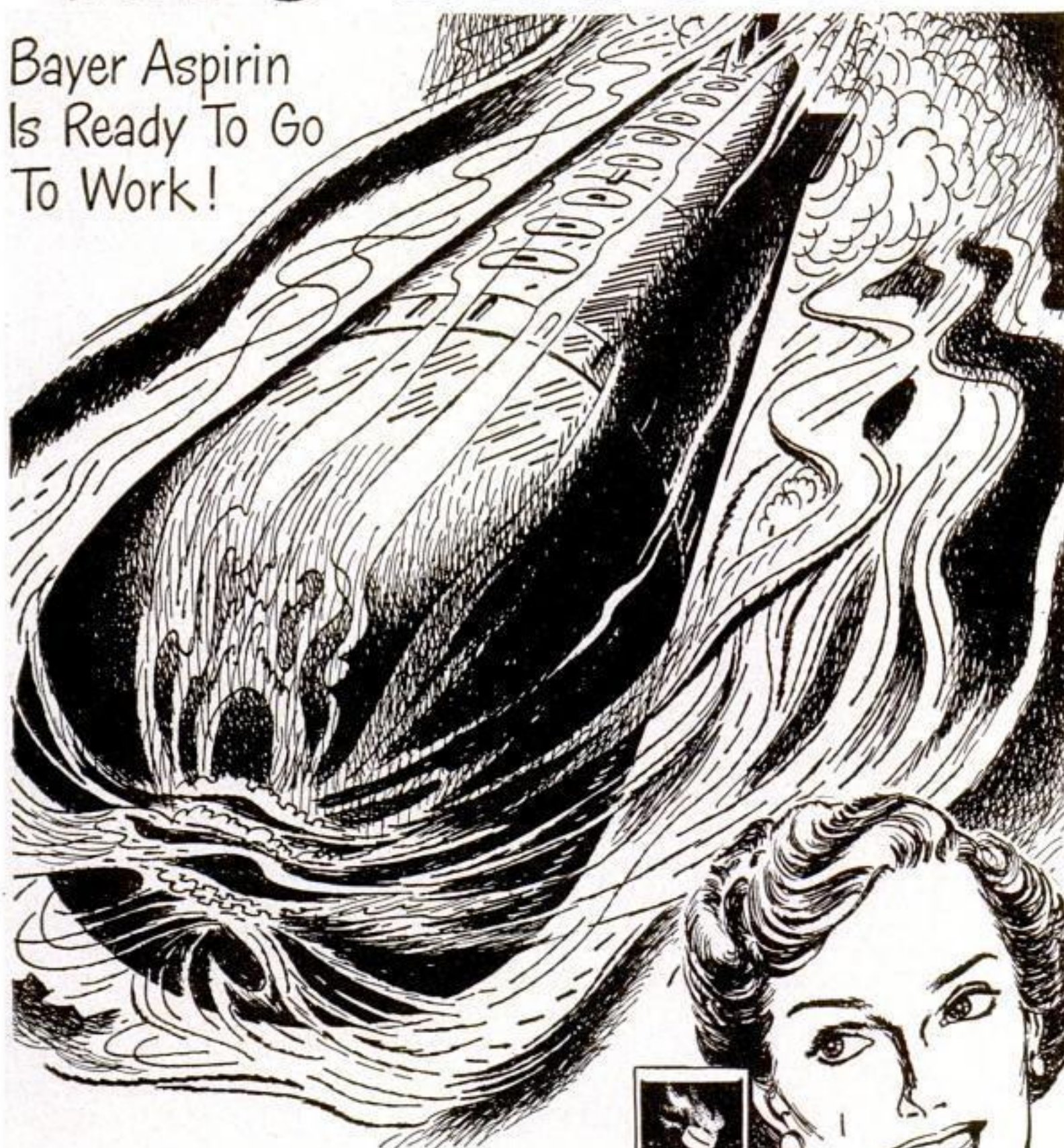


In 5.1 Seconds, a
Torpedo Streaks
100 Yards Through
The Water...
But In Only



TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



MAKE THIS TEST!

To see how fast Bayer Aspirin is ready to go to work, drop it in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



Millions use Bayer Aspirin to relieve ordinary headache, because it starts disintegrating with astonishing speed... is actually ready to go to work in *two seconds*. And they know this is *why* Bayer Aspirin brings quick relief.

But important as *fast relief* is when you're in pain, there are also *other* reasons why genuine Bayer Aspirin is the choice of millions.

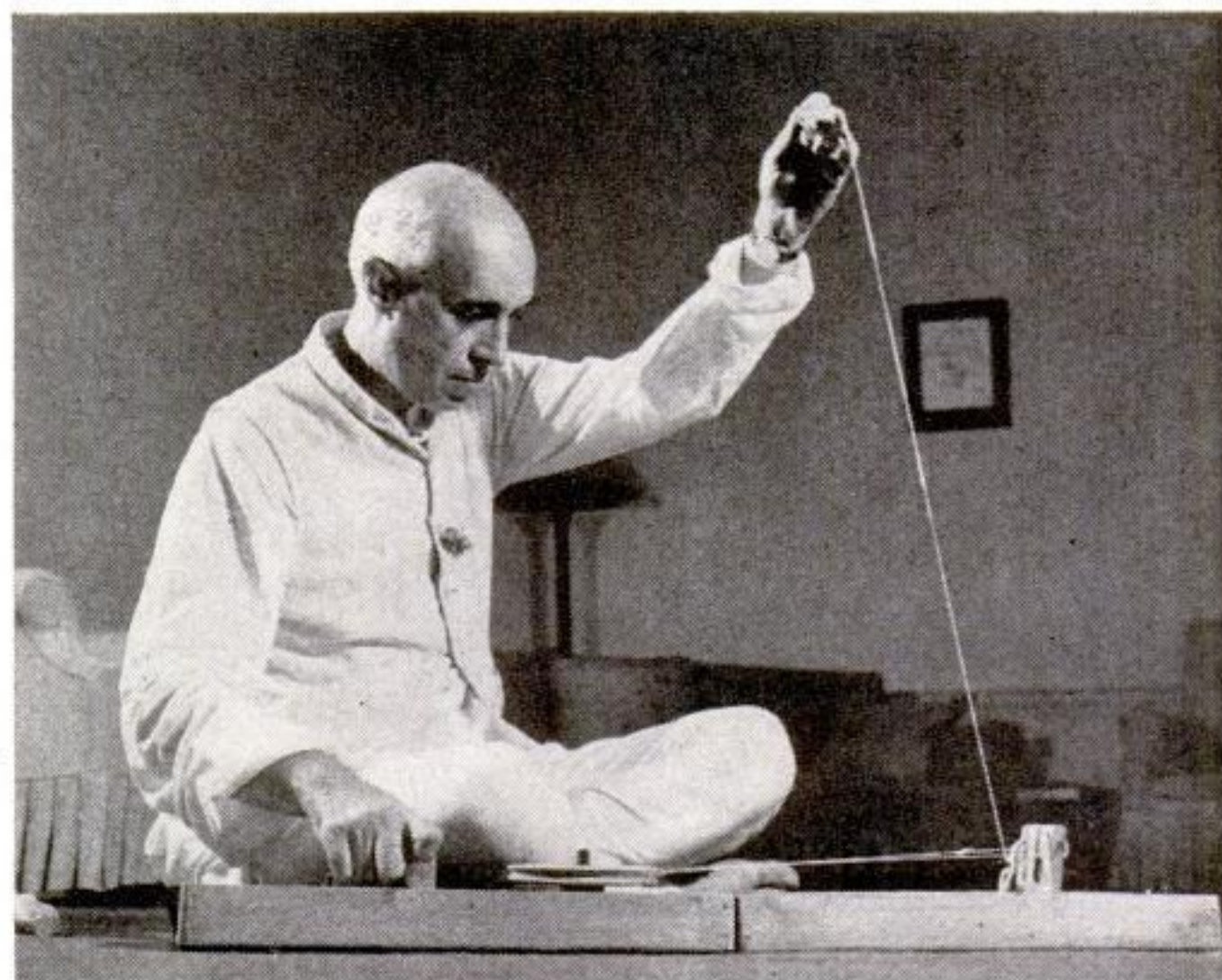
First, it's remarkably effective.

Second, it's wonderfully gentle. In fact, Bayer Aspirin's single active ingredient is *so effective*, doctors regularly prescribe it for pain relief... is *so gentle* to the system mothers give it even to small children on their doctors' advice.

So when you're in pain, don't experiment with drugs that have not stood the test of time. Do as millions do—use Bayer Aspirin for fast, dependable relief. And when you buy, buy by name. Ask for *Bayer Aspirin*.

***Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN



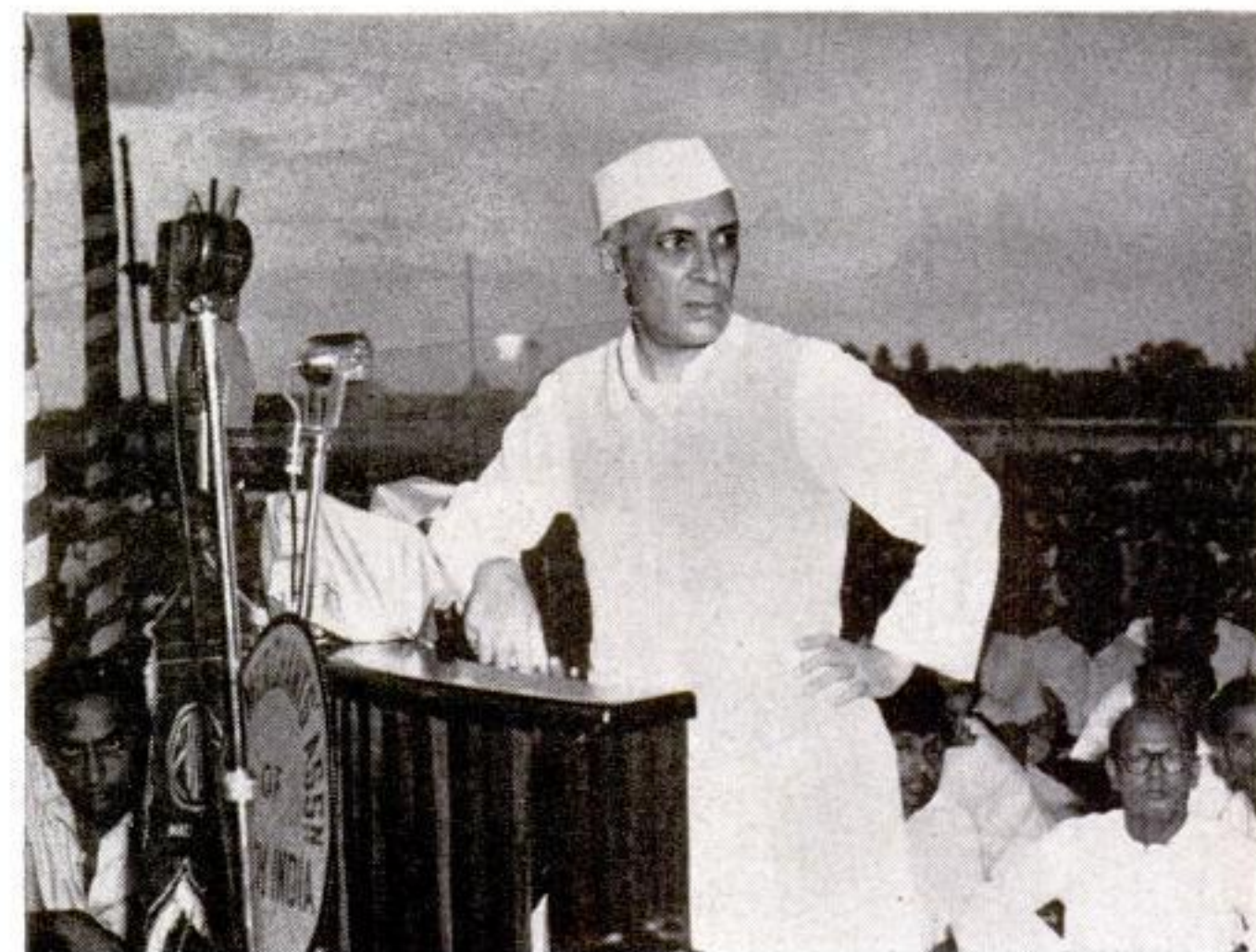
NEHRU SPINS infrequently, but pictures like this help him to maintain the appearance of asceticism which "subconscious India" demands of its leaders.

NEHRU CONTINUED

on primitive spinning wheels. India should be industrialized. India should take over the spiritual leadership of the world. Only Communism can save India. Only the return of the British can save India. Moslems all are rascals. Moslems are not rascals. Hindus are rascals. The trouble with India is the English language, which should immediately be dropped in favor of Hindi. India should become completely westernized. India should become completely Hindu. India should be a democracy on the U.S. model. India cannot survive except under a socialist economy. It is small wonder that many remaining British pukka sahibs, gloomily sipping their pink gins on the verandas of India's luxurious foreign hotels, insist that modern civilization, in "free" India, is slowly running down like the works of an unwound clock.

Are the pukka sahibs right? Not entirely. India has managed, through a year of ups and downs, to preserve her national unity, to liquidate the powers of a number of dissident maharajas, to achieve a reasonable degree of law and order and to steer a middle course between the extremes of rightist and leftist autocracy. The reasons are numerous, but two are paramount. One is the shade of India's great modern martyr Mahatma Gandhi, who urged on Indians the lesson of tolerance upon which the unity of their enormous, heterogeneous nation depends. The other is the tremendous influence wielded by a single man who guides the politics of present-day India: Jawaharlal Nehru.

Pandit Nehru is known to some 320 million Indians as Panditji (pronounced pahn-dit-jee). This combination of the scholarly title "Pandit" and the respectful suffix "ji" can be translated, roughly and literally, as meaning something like "Mister Pundit." He is not



NEHRU GLARES at dissenters in a crowd of some 300,000 Indians who had assembled at Madras to hear premier alternately praise and rebuke the people.



NEHRU RIDES dappled hill-bred pony to All-India Congress meeting. An enthusiastic horseman, he has little opportunity to ride now that he is premier.

only India's prime minister and first citizen; he is the most prominent political figure in a stirring and awakening Asia, and a statesman of world caliber. Americans and Europeans have known him for more than a decade as the author of a number of discursive volumes, written in charming autobiographical English, on the problems of modern India. His instinctive sense of diplomacy and great knowledge of international affairs have made him a welcome and respected guest in the political salons of a dozen European capitals. Starry-eyed advocates of global government on several continents have mentioned him as a candidate for world leadership. Even Winston Churchill, long an implacable foe of India's independence from British rule, has spoken of Panditji with the utmost respect.

The Charles Boyer of statesmanship

THE Asian who enjoys this rather remarkable international reputation is a small, slightly built, sensitive-looking 59-year-old Hindu whose casual manners, cultured Cambridge accent and completely ingenuous personality suggest a scholar rather than a politician. There is nothing of the inscrutable Oriental about him. He is, on the contrary, one of the most scrutable men in public life today. He is completely devoid of the armor of public personality behind which most successful politicians and men of destiny hide their private emotions, indecisions and human weaknesses. His lean, handsome, morose-looking face clouds over, glows earnestly or smiles in self-deprecation, instantly betraying the slightest shifts of a refined and impulsive mind. His dominant expression of earnest gloom has caused some movie-conscious Indian wags to dub him the Charles Boyer of statesmanship. He will discuss his own shortcomings as a political leader candidly and good-humoredly with the

CONTINUED ON NEXT PAGE



NEHRU BATHES in the sacred Ganges as political rather than religious gesture. As Gandhi's disciple, the agnostic Nehru found such gestures necessary.

Beware BLEEDING GUMS A 'SLY THIEF' OF BEAUTIFUL TEETH

Do this at once if gums bleed even a tiny bit!

4 out of 5

—even teen-agers may have

GINGIVITIS

So don't use a product
to merely clean teeth

Do your teeth look dull, yellow, and dingy? Do your gums lack that greatly desired lovely pinkness?

Don't wait until bleeding gums warn you. Bleeding gums are one of the most wicked enemies of healthy, beautiful teeth. So don't use a toothpaste to merely clean your teeth. Instead, see your dentist and start AT ONCE—use 'double-purpose' Forhan's—made especially for BOTH massaging gums to be firmer and cleaning teeth to their natural brilliance.

This easy Forhan method is famous to curb bleeding gums and help gums be firmer with an attractive rosy pinkness. Just notice the difference in the way your gums and teeth soon feel and look.

NO OTHER paste, powder or liquid contains the Forhan formula developed by Dr. R. J. Forhan, yet Forhan's costs no more.

Beautiful Teeth Need Firm Gums

Tender, bleeding gums are often some of the first warning signs of Gingivitis—a common gum inflammation which neglected often leads to horrible Pyorrhea which only your dentist can help. See him. Then at home start using 'double-purpose' Forhan's.



Use 'double-purpose'
Forhan's
FOR CLEANER TEETH AND GUM MASSAGE



FLEXAIRE*

the BRA...

with highness and roundness

...SEPARATION and LIFT.

All look like nature's GIFT.

Buy a wardrobe of FLEXAIRE BRAS...

You'll look lovelier, more alluring.

(Girdle illustrated is Corsees...
for firm, gentle control)



insist on genuine

FLEXEES* • world's loveliest foundations

*Reg. T.M.

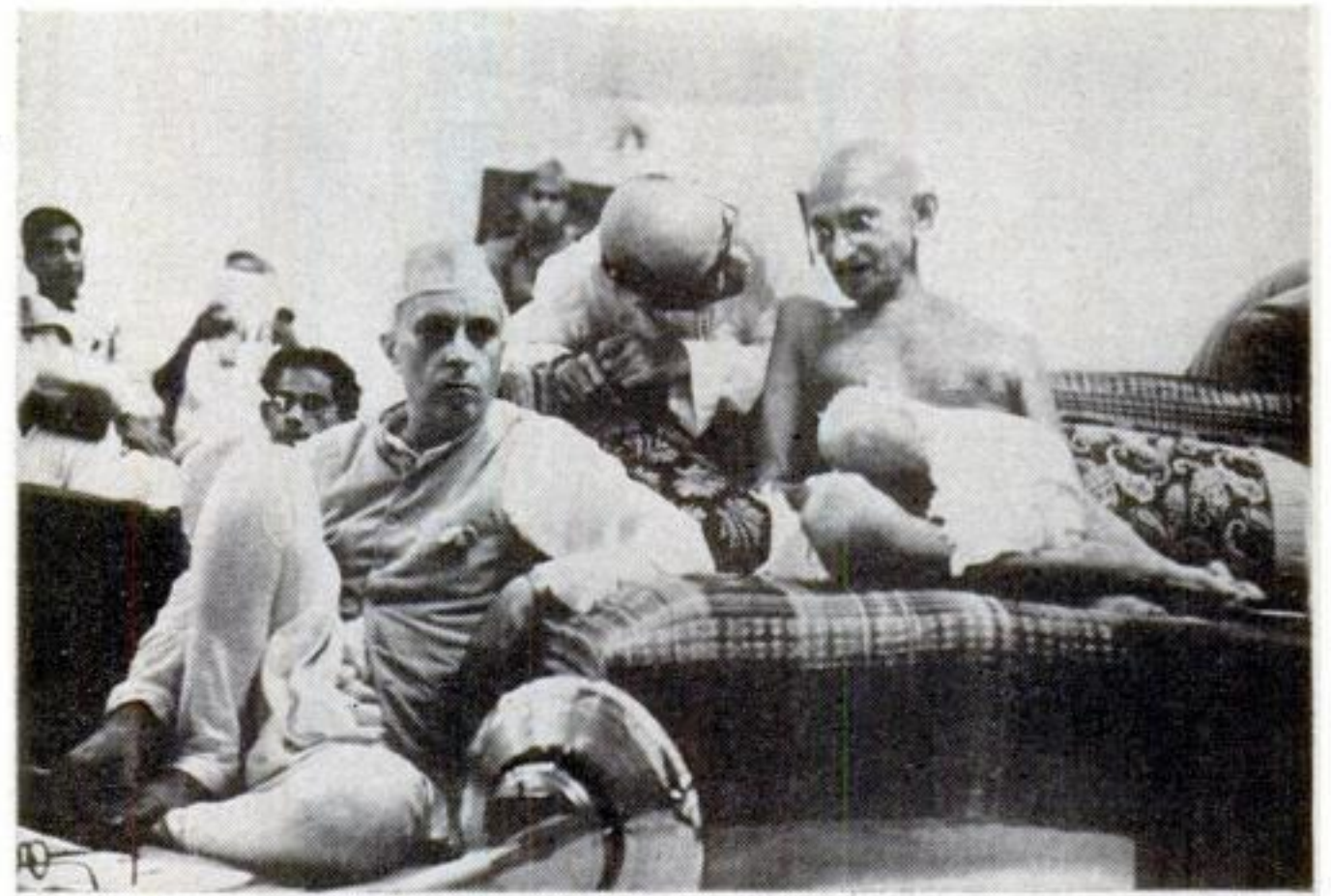
No Gin in the World is Finer than FLEISCHMANN'S

Ask **FIRST** For FLEISCHMANN'S

*-America's **FIRST** Gin!

FLEISCHMANN'S
EST. 1870
DISTILLED DRY GIN
90 PROOF
Distilled from American Grain
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AS NO. 1 DISCIPLE of Gandhi, Pandit Nehru sits at the Mahatma's feet during Congress meeting in 1942 which resulted in civil disobedience campaign.

NEHRU CONTINUED

humblest Indian peasant. He once wrote and published an anonymous diatribe against himself sincerely questioning his own qualifications as an Indian leader. "Men like Jawaharlal," he stated, "... are unsafe in a democracy. He calls himself a democrat and a socialist, but every psychologist knows that the mind is ultimately a slave to the heart and that logic can always be made to fit in with the desires and irrepressible urges of man. A little twist, and Jawaharlal might turn into a dictator, sweeping aside the paraphernalia of slow-moving democracy. He might still use the language and slogans of democracy and socialism, but we all know how fascism has fattened on this language and then cast it away as useless lumber."

In his autobiography Nehru spends pages on a humorous analysis of the political platform personality, noting that on solemn, pompous public occasions he was often overcome with a sudden impulse to stand on his head or stick out his tongue. "Fortunately for my reputation and the sober respectability of public life in India," he concluded, "I have suppressed this mad desire and usually behaved with due propriety." More recently at the Commonwealth Prime Ministers' Conference in London, Nehru cheerfully disparaged his role in Indian politics, attributing his leadership to "certain circumstances, and because, as I tell my friends, I have the capacity for showmanship." "Jawaharlal Nehru," an Indian journalist recently wrote with unconscious wistfulness, "often gives the impression of a man of thought who has strayed into politics."

But Jawaharlal Nehru is by no means the man of pure thought his casual and candid nature suggests. He is an ex-agitator who has spent more than 13 years in jail for inflaming the Indian masses against British rule; he is the most prominent surviving fighter in a peculiarly stubborn "nonviolent" revolution. He has won that fight only to embark on another whose odds are even greater: a fight to transform his backward, emotional, unworldly, religion-drenched and diversified people into something resembling a workable modern independent state. Though he is surrounded by a party machine and a group of more conventional politicians, Nehru fights this fight 19 hours a day, seven days a week, as though its result depended purely on his own efforts. He travels the length and breadth of India lecturing, cajoling and threatening his people with simple, kindergarten lessons in democracy. His tactics combine the disciplinary fervor of an irate schoolteacher with a propensity for personal fire-fighting reminiscent of New York's late Fiorello H. LaGuardia. Displeased with the inefficiency of India's traffic cops, he will jump out of his car at intersections and personally direct the stream of rickshas, tongas, bullock carts and automobiles that swarm in the streets of India's cities. During the Delhi riots a year ago, following a phone call from a frightened Moslem, Panditji took personal charge of the police and roamed the streets helping to restore order. His physical courage is exceeded only by his fiery temper. He has waded into the midst of riotous mobs demonstrating against him, scolding and knocking heads together. At the Asian Relations Conference in 1947 Panditji, irritated at the behavior of the crowd, jumped off the speaker's platform and physically hurled several unruly spectators into their seats. At another rally, annoyed by an inefficient microphone, he dashed it to pieces against a wall. In a more recent public meeting at Madras, speaking Hindustani to an audience that understood only Tamil, he got mad at his translator, fired him and went on speaking, quite oblivious to the fact that his audience

couldn't understand a word of what he was saying. The applause was deafening.

Though he is easily roused to righteous fury by the incorrigible inefficiency and emotionalism of his people, Panditji will rise to their defense with equal anger if outsiders criticize them. When communal rioting broke out following the Pakistan partition, and hundreds of corpses littered the streets of Delhi, Panditji insisted that India was still the most peaceful country in the world. "The average Indian," he said, "is an astoundingly mild person, disliking to kill even a fly or a mosquito. [These riots] were caused by a series of shocks that have deranged [the people] and completely upset their mental machinery."

It would be inaccurate to say that Pandit Nehru's ideas, methods and personality are blindly endorsed by the whole Indian nation. The indecisiveness of Saraswati is too deeply entrenched in the Indian mind. Among the intellectuals of big cities like Calcutta, Bombay and Madras, socialists and Communists accuse him of selling out the Indian revolution to reactionary forces, of preaching socialism and practicing capitalism, of entertaining dictatorial ambitions and of being the prisoner of the Congress party political machine he has helped to build. But these are the sophisticated reactions of a small layer of Indian society, the upper intellectual crust of politically articulate and internationally minded people who argue the issues facing modern India as if modern India were a fully conscious Western nation.

India, of course, is no such thing. Its political structure somewhat resembles that of the human mind as outlined by the late Sigmund Freud. There are a conscious and a subconscious India. The former consists of the Western-minded intellectuals of India's big cities and includes people of remarkable intelligence and cosmopolitan background. In them, despite Kipling's gloomy couplet, East is really meeting West. They form perhaps 3% of the population. The remaining 97% is subconscious India, the India of holy men, fakirs, illiterate peasants, moneylenders, small shopkeepers, coolies, untouchables and the hundred other variegated types that make up the Indian masses. Subconscious India, like the human subconscious, exists in a world of dreams, myths, fantasies, irrational impulses and powerful emotions. It does not think in terms of ideas. It thinks in terms of symbols, racial memories, religious slogans and ancient rituals. It is the home of the popular religion of Hinduism, where animal-faced, octopus-limbed gods flourish with the choking luxuriance of jungle vegetation, and where some human beings still cover themselves with ashes, bury themselves alive and lie on beds of nails so that their souls may progress along the path of successive incarnations. Modern India has the second largest movie industry in the world. It is patronized by subconscious India. Sixty percent of its products deal with this world of racial myths, magic and fantasy.

The power of symbolism

TWO hundred years of British rule have made only a slight impression on subconscious India. Its master manipulator was Mahatma Gandhi, the bony, bespectacled little sage who knew and understood its every impulse and finally welded its emotions into the political lever that ousted the British raj. An astute psychologist with an amazing gift for graphic simplicities, Gandhi manipulated India's subconscious with a psychoanalytical technique. He used no arguments but the simplest ones. Even oftener he used symbols: his fasts, his spinning wheel, his march to the sea to make salt, his dhoti, his habits of asceticism. He attributed India's great earthquake of 1934, quite shamelessly, to divine retribution for the sin of untouchability. The earthquake was a symbol and subconscious India understood. Gandhi knew as Nehru knows that he who wishes to lead India must do it by influencing India's vast subconscious masses. Today Nehru has succeeded to Gandhi's peculiar hypnotic job.

Nehru's temperament is diametrically opposed to that of the Mahatma, and he would be the last to claim to wear the loin cloth of a man whom all India regards as a saint. He is a very westernized intellectual whose fastidious, scientific mind revolts instinctively against most forms of mysticism and who has written pages of eloquent prose in denunciation of just the sort of religious mumbo jumbo that Gandhi frequently used. Yet the curious relationship that exists between Nehru and the masses of India is basically a mystical rather than a logical thing. It is so in spite of Nehru and because of the incorrigibly mystical nature of the masses of India.

The spectacle to the Western eye is a strange one, somewhat resembling a vast sociological love affair. Panditji travels up and down India addressing crowds that are sometimes estimated at a million souls. Hundreds of thousands of those who come for miles on foot

CONTINUED ON NEXT PAGE

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NEHRU RELAXES with his grandchildren on lawn of his official residence in New Delhi. It formerly was the home of the Indian army commander in chief.

NEHRU CONTINUED

and by bullock cart to see him cannot hear him or understand what he is talking about. It is enough to glimpse his small, wiry figure jerking and gesticulating on a distant platform over the heads of a sea of humanity. A great many of his listeners unquestionably identify him in a vague dreamy way with the legendary warrior Arjuna or with Rama, the great hero of the old Hindu epics. They cover him with garlands of flowers. Panditji is sincerely embarrassed. They shout "Pandit Jawaharlal ki jai" (Hooray for Jawaharlal). Panditji is deeply touched. They make him angry by talking and milling around his platform. Panditji bawls them out, says they are acting like boors, tells them to mind their manners and not interrupt. They love it. Once a large throng moved forward and tried to kiss his feet. This threw Panditji into a towering rage. He explained angrily that Indians should not kiss anybody's feet. Panditji is very anxious that his masses should act like modern, enlightened people. They go on acting like Indian masses. Panditji urges them to be politically independent and aggressive. They obviously merely want to be ruled and loved and to be permitted to love their great man in return.

But they have very definite ideas about how their great man should comport himself. Deep in the Indian mind is planted the idea that a great man is an ascetic who has renounced the world. Panditji has to live up (or perhaps down) to subconscious India's ideal—the ideal of detachment and renunciation that has existed in the Indian mind ever since the time of Buddha. In return subconscious India regards Panditji with a devotion that is at once maternal and religious.

The meeting of East and West

HOW Panditji himself manages to conform to this idea is his own secret. He is a curious mixture, typical of India only in the ambivalence of his nature. Like Saraswati, Panditji stands on a lotus which grows half in and half out of the Indian world. With the love of self-revelation that characterizes much of his speechmaking and writing, Nehru has analyzed this peculiarity himself. "I often wonder," he writes, "if I represent anyone at all, and I am inclined to think that I do not, though many have kindly and friendly feelings toward me. I have become a queer mixture of East and West, out of place everywhere, at home nowhere. Perhaps my thoughts and approach to life are more akin to what is called Western than Eastern, but India clings to me, as she does to all her children, in innumerable ways; and behind me lie somewhere in the subconscious racial memories of a hundred... generations of Brahmans. I cannot get rid of either that past inheritance or of my recent acquisitions. They are both part of me and though they help me in both the East and West they also create in me a feeling of spiritual loneliness not only in public activities but in life itself. I am a stranger and alien in the West. I cannot be of it. But in my own country also, sometimes I have an exile's feeling."

The meeting of East and West in the personality of Jawaharlal Nehru began almost at birth. He was born an aristocrat, descendant of a long line of Kashmiri Brahmans. His father, Motilal Nehru, was a man of wealth and one of the most successful lawyers in India,

CONTINUED ON PAGE 97

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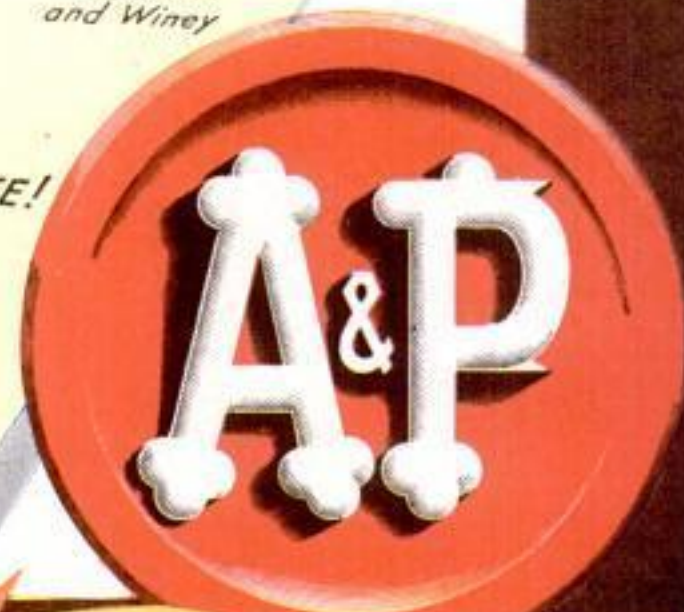


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an imposing personality who thought highly of the British and regarded his fellow Indians with a certain amount of condescension. Motilal gave his son a thoroughly Western education. He grew up in almost complete ignorance of the native languages of his country and learned what little he knew of its ancient religion and philosophy from a European tutor who happened to be a theosophist. Motilal wanted his son to become a great lawyer like himself. At 15 he shipped him off to England, where Jawaharlal went to Harrow and later entered Trinity College, Cambridge. In 1912, after seven years in Europe, Jawaharlal returned to India a rather elegant young man who smoked big cigars, talked with a very British accent and dressed in immaculate Savile Row clothes. His abilities at the bar somewhat disappointed Motilal. Even today, in his home town of Allahabad, old friends of the family shake their heads and agree that, as a lawyer, Jawaharlal didn't amount to much. He lived a very fashionable life, married a Kashmiri girl of his own caste according to the family tradition, and showed signs of settling down to the leisurely life of a provincial Hindu gentleman.

Young Nehru joins the revolution

THEN, about 1916, there began to occur in Jawaharlal's life the transformation that has done more to endear him to the Indian masses than anything he has subsequently done. The transformation itself has since become the subject of endlessly elaborated legends. Actually it was simple enough. India, following the First World War, was in a state of nationalistic ferment. The wiry little figure of Mahatma Gandhi was trudging through its cities and villages preaching the doctrine of passive resistance against the British raj. To an ambitious young man, revolutionary politics began to offer a far more active career than law and Jawaharlal's contacts with the British had bred in him an unshakable desire to see his fellow Indians treated as equals with the rest of humanity. For the first time he began to acquaint himself with the Indian scene. He traveled into rural districts, listened to the complaints of impoverished peasants, took part in minor political demonstrations. He met the Mahatma and gradually came under the sway of his preaching. In the eyes of subconscious India his actions began to take on the pattern of an age-old Indian myth—the myth outlined in the lives of Buddha and countless other spiritual leaders of Indian history: that of the wealthy young man who renounces all the pleasures of the world to devote himself to a life of poverty and asceticism.

The legend and the reality didn't quite jibe. The real Nehru was no ascetic, and his fiery nationalism and Western Marxist politics were far from the detached philosophy of the typical Hindu holy man. But the gesture was there, and that was enough for subconscious India. Even today naive peasants in Indian villages repeat stories of how Jawaharlal, in his glittering youth, smoked imported British cigarettes and sent his laundry all the way to Europe to be washed, of how a specially chartered train fetched him from Allahabad to Delhi for his wedding amid an incredible display of elegance. "And now," they conclude with religious awe, "Jawaharlal rides third class like a peasant." Actually it is years since Jawaharlal has been in a third-class railroad car. He rides in airplanes and big touring cars. But a fact will never loom as large in the minds of India's masses as a firmly established legend.

The Mahatma was quick to realize the political potentialities of his young follower, and eventually named Nehru as his successor in the leadership of India. Nehru, on his side, wavered between an intense admiration for Gandhi as a personality and continuous skepticism about Gandhi's religious mysticism and primitive political methods. Nehru was a political reformer, deeply immersed in Marxian socialism, contemptuous of religion and burning with a desire to see India's political institutions progress along Western lines. Gandhi was primarily a religious mystic, bent on reforming individual morality as well as political institutions. He was fundamentally Asiatic in outlook. He claimed that he believed in socialism, but his idea of socialism was a mystical one concerned not with economic programs but simply with the renunciation of wealth, which the Mahatma considered a great evil. The Mahatma was dead set against modern industrialism, which socialists regard as the cornerstone of their economic planning. His advocacy of the home spinning wheel not only helped break the British textile monopoly but also came to symbolize his defiance of the machine civilization that was seeping in from the West.

The reformer Nehru and the religious sage Gandhi met only on a few basic issues, most important of which was their common desire for India's independence. But while the practical politician in Nehru was horrified by the Mahatma's backward political methods, he was continually impressed by the uncanny success with which those

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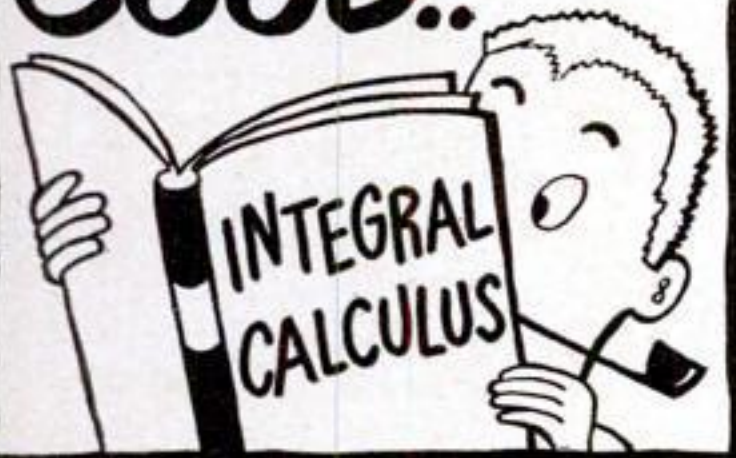
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AS A BOY Jawaharlal usually wore Western clothes, had European tutor.



AS A HARROW STUDENT Nehru looked like an upper-class Britisher.

NEHRU CONTINUED

methods influenced the thinking and actions of India's masses. Nehru wrote pages and spoke repeatedly in opposition to Gandhi's unworldly ideas. But he very early formed the habit of deferring to the Mahatma every time their ideas came into practical conflict. Nehru sensed, as did all India, that Gandhi's uncompromising fidelity to simple, age-old religious and moral principles represented something bigger than is dreamed of in the ephemeral philosophies of politicians. Nehru's Marxism began a series of compromises that ultimately brought him into opposition both to doctrinaire materialism and to the Communism of Soviet Russia.

The ensuing years between 1930 and 1947 followed an almost monotonous pattern of numerous riots and "nonviolent" demonstrations of passive resistance against the British. Nehru's father Motilal had given up his conservatism and joined the movement. The Indian National Congress party, which is now the ruling mechanism in India, agitated, held rallies, was suppressed and saw its leaders imprisoned by the carload. Nehru and several members of his family spent repeated terms in jail. Going to prison became almost a fashionable obligation on the part of intellectual Indians. Nehru, preaching nonpayment of taxes to the British, was forced, in consistency, not to pay his own. The furniture in the elegant Nehru home in Allahabad was frequently attached. Nehru's daughter Indira tells how the family, along with thousands of others, built huge bonfires and burned all their British-made clothes. During this holocaust it was pointed out to the 4-year-old Indira that her favorite doll was also made in Britain. She wept and dutifully added the doll to the flames. Father Motilal died, following repeated imprisonment. So did Nehru's wife Kamala, during a trip to Switzerland undertaken in the hope of saving her life.

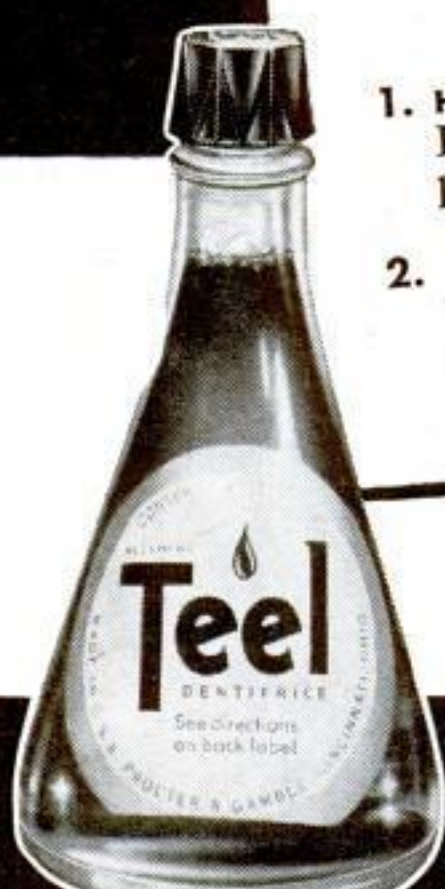
The disasters of success

WHAT happened in 1947 is, of course, well known recent history. Through the acquiescence of Britain's newly elected Labor government, the Indians won their curious revolution. Firebrands who had accepted jail as an honor and gotten used, and even somewhat attached, to the glories of martyrdom, found themselves in a situation they had never really visualized or emotionally prepared for. Suddenly they were the government of India. Many of them developed serious misgivings about their ability to change overnight from revolutionists to administrators. They at first distrusted the good faith of the British. Then they gloomily expected the worst of their own administrative inefficiency. In this atmosphere the charming farewells of Lord Mountbatten, who had been sent from England to supervise the British withdrawal, produced a sudden feeling of nostalgia as if a mother's hand were being withdrawn from a child. British stock in India was never higher than at that moment. The worst almost happened, as the communal riots and massacres of 1947 broke out. As Nehru's sister Krishna Hutheesing put it, "A period of cataclysm which no one had foreseen took hold of India, and instead of being able to build a new India, Jawaharlal had to sit back and put the pieces of the old one together."

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AS REVOLUTIONIST Nehru wore dhoti but kept many European ideas.



KAMALA NEHRU, wife of Pandit, shared jail terms, died at 37 in 1936.

The administrative and legal machinery that keeps the wheels of the state running, though it is now predominantly run by Indians, is British in structure. The majority of the Indians who control this machinery are still British-educated. The Indian army, an efficient and well-equipped organization of hard-drinking and pleasantly extroverted Indians, is officered by dark-skinned men whose exaggeratedly Sandhurstian manners and rather stagey British idioms often cause foreign visitors to smile. In the mind of Prime Minister Nehru himself British tradition and habits of thought are deeply ingrained. To a certain extent India's revolution was won on the playing fields of Harrow.

Like most revolutions, it has not brought everything that everybody expected. Last November, Dr. Pattabhi Sitaramayya, president-elect of the Congress, gravely assured an audience of Delhi citizens that "people are wrong if they thought that after the achievement of freedom there would be no more taxes." In Bombay recently a group of commuters, displeased with the railway service, solemnly embarked on a campaign of "nonviolence," sitting down and lying on the railroad tracks and effectively paralyzing the city's communications. This later brought a worried admonition from Governor General Rajagopalachari that "respect for the means of communication . . . must reach the level of religious reverence."

India is a nation of worriers, and none of its citizens does a greater amount of large-scale and protracted worrying than Jawaharlal Nehru himself. As his sister Krishna says, "Jawaharlal simply can't relax." In the large, rambling commander in chief's residence where he lives in New Delhi, Nehru leads a life of Spartan simplicity. He sleeps on a small cot. He eats a menu of predominantly Western food, absently and without the slightest notice as to how it is cooked. Though he is reputed to be a man of great esthetic sensibilities, there is nothing about the rather bare British formality of his residence that suggests he has taken any particular interest in its furnishings. The host of servants is supervised by his slim, dark-eyed daughter Indira, who is so busy taking care of Panditji she scarcely has time to visit her husband, who lives 250 miles away in Lucknow. Nehru's study is a small, oak-paneled room with ceiling-high bookcases, a large desk and a few comfortable, upholstered chairs. He inhabits it, as a rule, only at night when, with a crew of secretaries working in shifts, he dictates correspondence and makes notes on state policy into the early hours of the morning. He takes considerable pride in a fancy telephone that adorns the desk in his office. It is made of transparent glasslike plastic that leaves all of its inner works visible. Nehru loves gadgets, airplanes and nearly all the other mechanical symbols of the industrial progress his nation so conspicuously lacks.

Nehru's day begins at 7:30 when he rises and goes through a series of yoga exercises that include standing on his head. "I suppose physically this exercise is very good," he wrote in his autobiography, referring to his early experiments with it. "I liked it even more for its psychological effect on me. The slightly comic position increased my good humour and made me a little more tolerant of life's vagaries." After the headstanding ceremony his two grandchildren, Rajiv, 4, and Sanjaya, not yet 2, are permitted to come into his room and watch the prime minister of India shave. At 8:30 he has a hurried breakfast and rushes to his office in the External Affairs Ministry, where a horde of politicians, provincial representatives,

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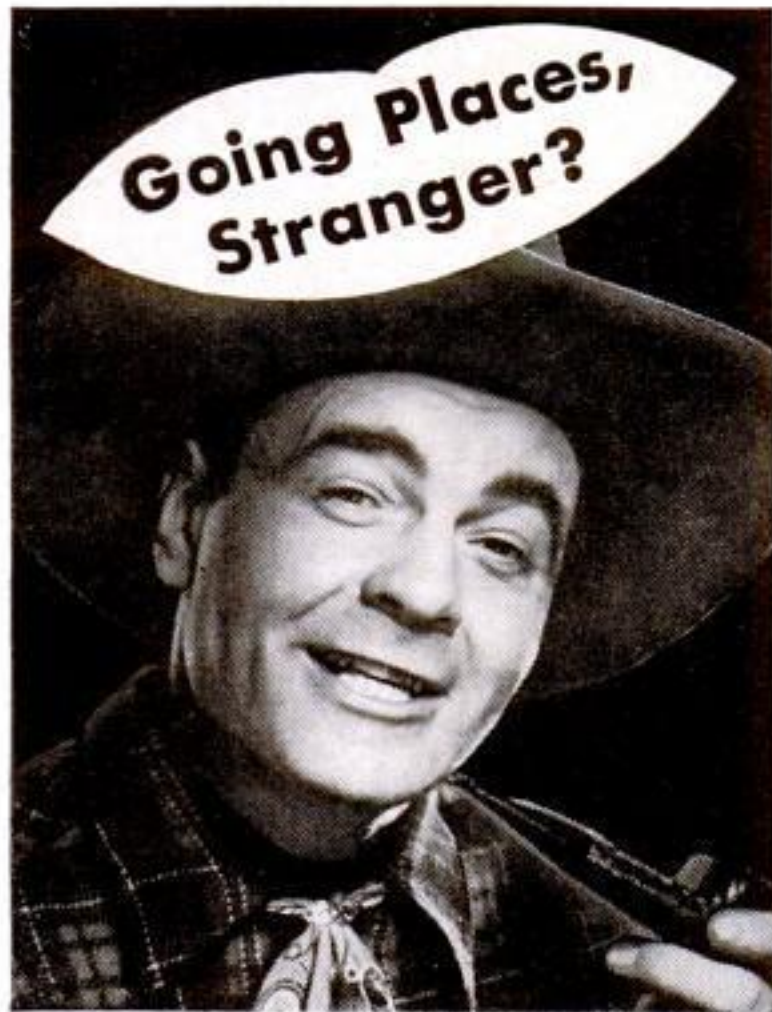
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peasants and other people without appointments are waiting to see him. He gets home for lunch at 1:45, dining with a throng of guests whom he is too busy to see at other times. Nehru has virtually no close friends aside from official ones and nearly all his sociability is of a public or semiofficial character. He has no private life. He smokes incessantly with a long black cigaret holder, preferring a dreadful brand of Indian cigarets. His typical afternoon is given over to party and assembly meetings. By 7:30 he is home again having interviews with visiting journalists or Cabinet ministers. By 9 he is ready for dinner. Then, he explains, "I really get down to work." Closeted with his secretaries, he attends to correspondence and reads sheaves of press clippings to find out what India is thinking. He goes to bed at 2:30 or 3 a.m. This gruelling pace is kept up seven days a week, practically without interruption. Occasionally his daughter or another member of the family manages to wheedle him into making mudpies with his grandchildren at Lucknow, or an afternoon of moviegoing in New Delhi. But the relaxing process never works. Nehru ends by feeling he is getting behind in his duties and spends an equivalent amount of time sitting up all night trying to get caught up.

The transition from a revolutionary firebrand to an administrator has somewhat changed Nehru's attitude toward practical politics. In contrast to some of the extravagant promises of his early writings, his present ideas about political and economic reform in India are so cautious that Indian liberals regard him as a conservative, while socialists complain that he has sold them out. Nevertheless Nehru is a convinced socialist where India is concerned, believing that his administration is moving slowly toward what he calls "economic democracy." The slowness of the motion is attributable to the traditional inertia of the Indian masses, to India's lack of industrialization and to Jawaharlal Nehru's own determination to preserve what vestiges of parliamentary democracy India has. "What you see in India today," he says, "is the product of a crisis." And, though much of India's economic misery is chronic, it is true that the enormous refugee problem, inflation and the prosecution of two small wars have upset a great many plans for normal, orderly development.

Danger from the Left

HIS opposition includes a large party of orthodox socialists under a popular, American-educated leader named Jaya Prakash Narayan, and a rather sinister Hindu rightist organization with the earmarks of a Hitler youth outfit, known as the R.S.S.S. The R.S.S.S. (Rashtriya Swayam Sevak Sangh, which translates roughly as Association of Volunteers to Serve the Country) is militantly anti-Moslem and is widely suspected of complicity in the assassination of Mahatma Gandhi. Nehru is very conscious, as is all the Orient, of the march of Communism in China and Southeast Asia—and his opposition also includes a small (60,000) but tightly knit and well-organized Communist party. Of the latter he says, "It includes a number of earnest, idealistic young men," adding, "Fortunately we have succeeded in isolating it."

There are many people in India who think that Indian Communism is a bigger threat than Nehru does. They argue that the Congress party consists today of elder statesmen who grew up under Gandhi's leadership, that a large section of Indian youth is far to the left of them and that nowhere else in the world today are conditions—widespread poverty, ignorance and economic backwardness—so similar to those that produced revolution in Russia and China. It is safe to say that no responsible political thinker in India discounts the possibility of a Communist India within a couple of decades. On the other hand there are many reasons for believing that India will remain an unshakable bastion against Communism for generations. One of these reasons is the strength of British legal and political tradition in India. Despite a certain amount of grousing by British businessmen over Indian inefficiency, the confidence of British business in India is still remarkably high. Another compelling reason is the incredible strength of the Hindu and Moslem religions, against which Nehru himself frequently rails. What prestige the Communists have among India's masses has been gained, not by Marxist arguments, but by the old Indian idea of renunciation. Subconscious India is somewhat impressed by the fact that young Communists, many of whom are wealthy intellectuals, renounce their wealth and work among the peasants at the incredibly low wages earned by Indian coolies. But what subconscious India likes about this gesture is its conformity with the traditions of the Hindu holy man. The Hindu religion, which is probably the oldest surviving religion in the world, has in its time absorbed and nullified countless efforts at political and religious reform, including even such tremendous Asiatic movements as Buddhism. It may yet re-

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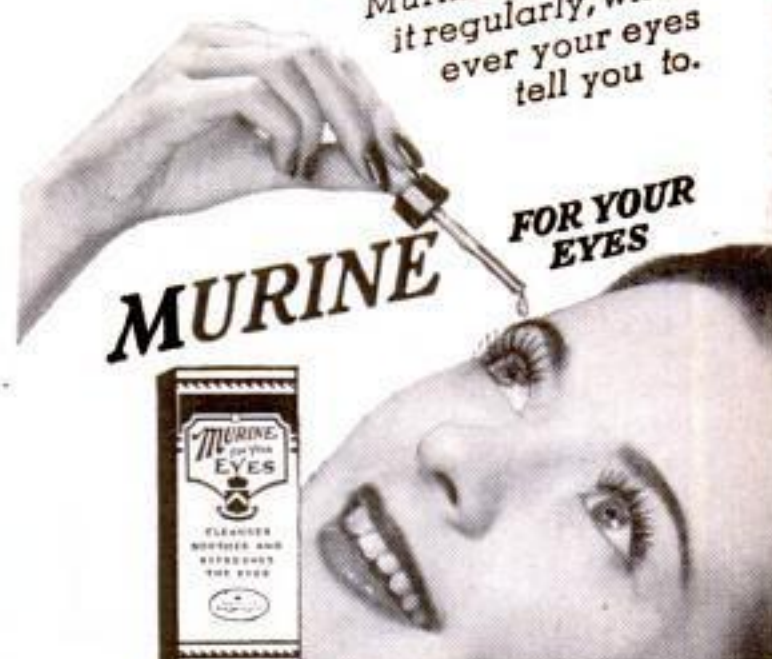
SILICONE TREATED
tissues in handy
pocket size

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At Leading
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SIGHT SAVERS BY DOW CORNING CORPORATION-MIDLAND, MICH.

HOW TO GIVE QUICK REST TO TIRED EYES

Put two drops of soothing Murine in each eye. Instantly your tired eyes feel fresh, rested, wide-awake. Refreshing Murine, a scientific blend of seven ingredients, cleanses your eyes quickly, surely—yet as gently as a tear. Keep Murine handy. Use it regularly, whenever your eyes tell you to.





"I'm no bachelor wife this winter...
now that John travels by Flagship!"

"No more lonely winter nights without my husband!"

*Now John has more time to spend at home, even though
he travels more frequently. Thanks to Flagship travel,
we lead a closer, happier family life all year 'round."*

• More and more people are discovering that the advantages of air travel are particularly important in winter, when Flagships fly up where "all's clear." In winter, as well as summer, you can go more places . . . arrive sooner . . . stay longer . . . get more done. It's the one way to travel that's at its best in *every* season.



All year 'round, travel is better by air...

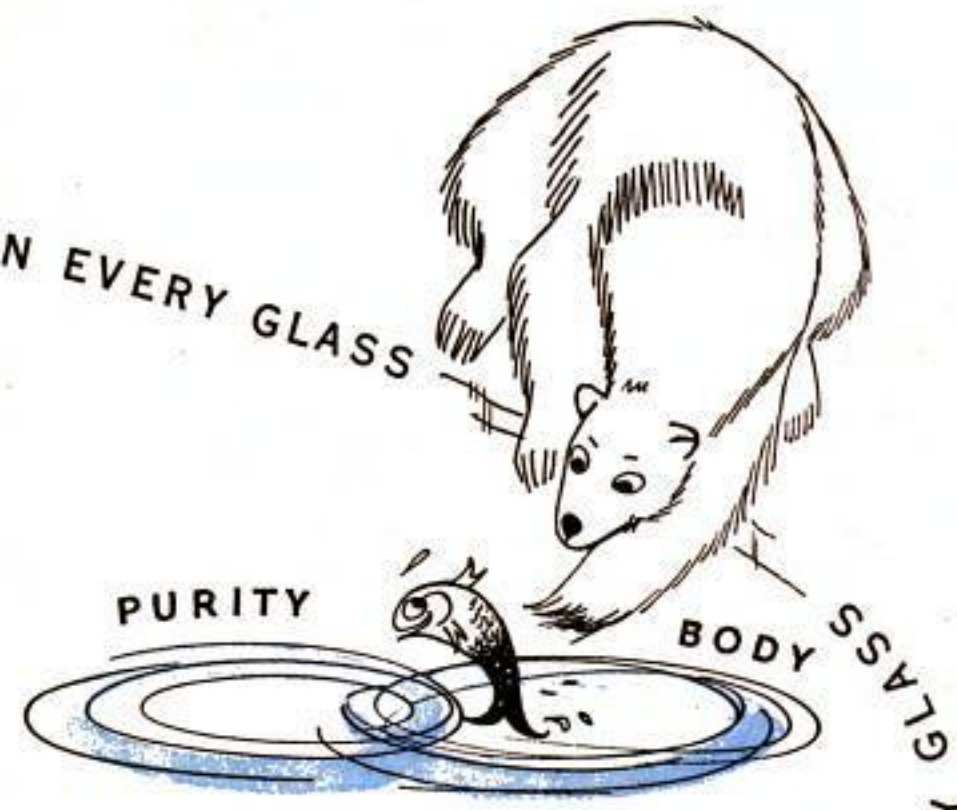
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PURITY, BODY, AND FLAVOR IN EVERY GLASS



... AMERICA'S LARGEST

SELLING ALE...

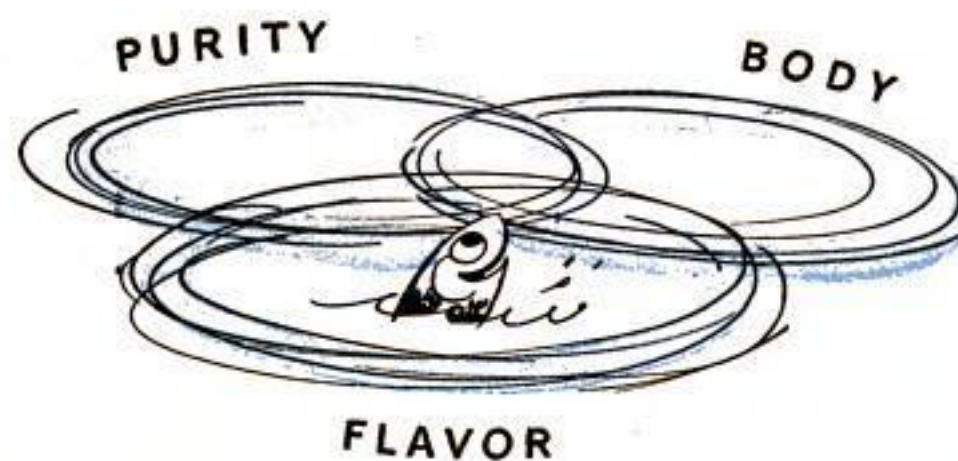
PURITY, BODY, AND FLAVOR IN EVERY GLASS



... PURITY, BODY, AND FLAVOR



IN EVERY GLASS



AMERICA'S LARGEST SELLING ALE...

duce the ideas of India's Communists to something that would have turned Karl Marx's beard white in a single night.

The word "democracy" is used with considerable reverence by Indians and if India does not succeed in setting up a reasonably democratic way of life, it will not be due to any lack of effort on the part of its present leaders. Their problem, in a nation only 10% of which has ever voted and only 12% of which is literate enough to read newspapers and have opinions on political issues, is staggering.

But Pandit Nehru is very enthusiastic in his defense of the reasonableness and fundamental moral decency of his Indian masses. "Of course," he agrees, "any kind of democracy requires the capacity to understand the major points at issue. But literacy is not our only problem. Health, for example, is just as important. Starving people cannot function properly. Moreover I do not think that a smattering of literacy makes a person educated. The modern world has shown that a man may be a great specialist—a great engineer for example—and still lack any education in political or human values. The average Indian peasant may be illiterate, but that does not mean that he is totally uneducated. He understands the problems that affect him. He knows the ancient epic poetry of India by heart. He has a wonderful feeling for metaphor, and expresses himself eloquently. His is not an empty mind. Of course, I am all for progress in education, and we are making every effort to improve our educational system. But there is actually very little effective democracy in the world today—England, America, a few Scandinavian countries. France, of course, is one of the great democratic nations, but her democracy is in dreadful shape. Elsewhere there is, in fact, very little democracy. And if another war should break out, how much of it would be left?"

As for himself, it is true, as he has pointed out, that Jawaharlal Nehru could easily become a dictator. The mass adulation that surrounds him, the miles of tramping crowds that follow him wherever he goes, the armies of white-capped Congress party youngsters that raise their fists in the air shouting, "Jawaharlal ki jai" at his public appearances, the endless parades in which Nehru is whisked past dense lines of spectators held in check by police armed with lathes are all things that, in a Western nation, would suspiciously suggest the atmosphere of totalitarianism. There is also, beneath his modest, scholarly exterior, a subtle vein of egotism evident in his fiery temper, his autobiographical writing, his admitted love of power and the evident pleasure he takes in swaying the mass mind of India. But there are two immensely powerful factors that stand between Nehru and dictatorship as it has been known in the West. One is his own personality, a curious combination of transparent sincerity, self-doubt and an infinite sense of responsibility for the welfare of his people. The other is the equally curious, sometimes misdirected, but deep-rooted moral idealism of India. India follows Nehru, not because he is a symbol of power but because it thinks he embodies the spirit of renunciation and sacrifice preached by his great teacher Mahatma Gandhi.



NEHRU AND SISTER Mme. Vijayalakshmi Pandit embrace on her return from Moscow where she is ambassador. She also headed Indian U.N. delegation.

COLDS

In a minute—relief from miseries begins



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active



menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

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STAINLESS

MINIT-RUB

Available in small and large tubes

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BESTFORM

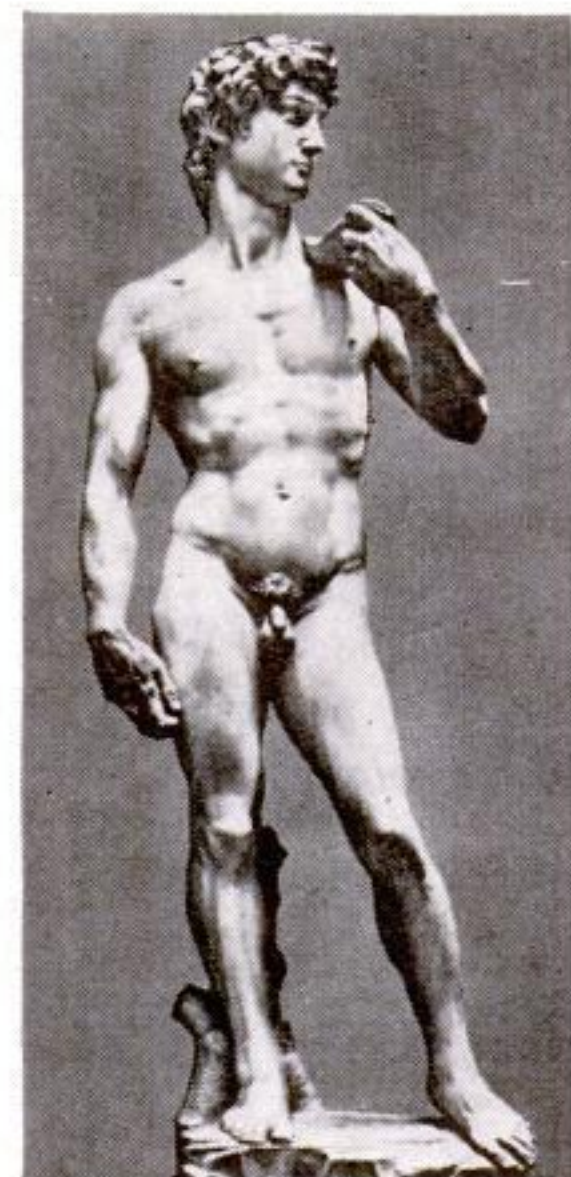
*no finer fit
at any price*

to give you
smooth, round hips...

Bestforms wonderful brocaded side-hook girdle, boned front and back, elastic side panels for firm control. At fine stores.

Style 3280—12", sizes 25-34.
Style 3480—14", sizes 26-36.
Style 3680—16", sizes 27-36.

In nude only, \$5.00



FIRST DAVID, finished by Michelangelo in 1504, is in Florence.

A FAMOUS DAVID COMES TO THE U.S.

Italy sends Michelangelo's statue
of the Bible's young giant killer

The first Michelangelo statue ever to be seen in the U.S. arrived in Washington last month aboard a U.S. warship and was set up in a big hall of the National Gallery, the scene of President Truman's inaugural reception. The statue was the famous *David*, shown at left, which was lent to America as a good-will gesture by the Italian government. It will remain in the National Gallery until summer, then will be returned to Florence, from which it had never before been moved since Michelangelo carved it out of marble around 1525.

David, the young giant killer of the Bible, always interested Michelangelo as a subject. When he was a brash, 26-year-old artist in Florence, Michelangelo made the heroic 18-foot-high *David* shown above, chiseling it out of an immense chunk of Carrara marble that a less energetic artist had abandoned as a hopeless project. Some 20 years later, after he had done his monumental murals in the Sistine Chapel, he returned to David as a subject and sculptured the more modest statue at left. It is 5 feet high and, like much of Michelangelo's late work, was never really finished. Its rough form reveals in places the accurate and powerful strokes of the chisel. In this statue Michelangelo, tormented by tragedy and vicious attacks of rivals, created a sensitive, thoughtful and introspective figure which is one of the great sculptor's greatest works.

SECOND DAVID, 5 feet high, shows figure stepping on unfinished Goliath head. Some art experts think that Michelangelo, who never named the work, intended it to be a statue of Apollo, the Greek god, and not David.

CONTINUED ON PAGE 106

\$100,000

NEW 1949 ANNUAL CONTEST OF THE DISABLED AMERICAN VETERANS SERVICE FOUNDATION You May Win As Much As \$50,000.00

HERE'S a brand new contest of fun and skill brought to you by the Disabled American Veterans Service Foundation! \$100,000.00 in cash prizes must be won—yes, twice as much as was recently paid out in the 1948 Annual DAV Service Foundation Puzzle Contest. Of this huge sum as many as three prizes, as much as FIFTY THOUSAND DOLLARS may be yours—in return for a good deed and your skill in puzzle solving.

Help Us To Help America's Disabled Veterans

Incorporated by special Act of Congress, the DAV needs funds to help rehabilitate America's 2,500,000 disabled war veterans—to help them to obtain needed claim evidence, service connections, medical care, hospitalization, vocational training, and suitable employment... yes, even to solve personal problems.

It is for these services that the Foundation again solicits your support. Your contribution is needed and you will be happy to know that every penny of the net proceeds of this contest (after paying for prizes, advertising and all other necessary expenses) will be used by the Foundation and by the DAV to continue its work.

Enter Contest Now!

So act now. Read the Entry Form and read the rules. Then try solving the Official Puzzle. Note that you may send in a higher score free of charge later on if you find you can improve on the solution you now send in. So don't delay—the important thing is to get into the contest right away and put in your bid for your share of the prizes. (See special prize for fast action below.)

EXTRA PRIZE FOR ACTION!



You May Also Win A
BUICK CONVERTIBLE
If You Act Fast!

To be eligible for Buick, your original entry must be postmarked before midnight, Feb. 28, 1949. Highest solution (original or substitute) to meet this deadline wins Buick. (In case of ties, official rules apply.) In addition you may be one of the cash prize winners. So enter now. *But your substitute solution may be submitted as late as June 29, 1949.

THIS TIME IT MAY BE YOU with much more money too!



Gen. Jonathan M. Wainwright, National Commander of the Disabled American Veterans, presents check for \$33,000.00 to James E. Nickerson of Port Washington, N. Y., top winner of 1948 DAV Service Foundation Puzzle Contest.

THE OFFICIAL RULES

Please read carefully

- \$100,000 will be awarded in accordance with the instructions, official prize list and these rules to the contestants who achieve the highest scores in solving the Official Contest Puzzle. This sum will be awarded in three prize groups: Group No. 1 with a first prize of \$5,000.00; Group No. 2 with a first prize of \$15,000.00; Group No. 3 with a first prize of \$30,000.00. Each group has an additional list of 109 prizes each, making a total of 330 prizes in all. (See official list of prizes.)
- To enter Group 1 a contestant must send in with his answer to the puzzle a donation of \$2.00 to the Disabled American Veterans Service Foundation; to enter Group 2 a donation of \$5.00 is required and to enter Group 3 a donation of \$10.00 must be sent in. A contestant may compete in any one, two or all three prize groups and once having entered may transfer his entry from any group or groups to any other group or groups by submitting the necessary additional donation any time prior to final judging.
- Each prize group will be judged separately. The contestant who submits the highest valid score in Group 1 will be entitled to first prize in Group 1. Second prize in Group 1 will be awarded to the contestant with the second highest score submitted in that list and so on until the 110 prizes in Group 1 have been awarded. Prizes in Groups 2 and 3 will be awarded similarly.
- In the event of ties in any group (which seem likely, since this is a large national contest), as many prizes will be reserved in that group as there are tied contestants, before any prizes are awarded for lower scores. To break such ties these tied contestants will be required to send in solutions to a set of five tie-breaking puzzles. The solutions to puzzle No. 1 in this tie-breaking set will be judged first and then the tied-for prizes will be awarded in the order of the valid scores submitted. If this is not sufficient to break all ties and permit awarding of all the tied-for prizes, then the solutions to puzzle

- No. 2 submitted by the remaining tied contestants will be judged. If ties still remain, the solutions of the still tied contestants to puzzle No. 3 will then be judged and so on, if necessary, to puzzle No. 5. This may mean that puzzles Nos. 2 to 5 may not have to be judged. (It is worth noting that in the last DAV Service Foundation Contest top prize of \$33,000 was awarded as the result of judging only puzzle No. 1 in the first tie-breaking set.) However, if further needed to break ties a second, third or even a fourth set (each of 5 such tie-breaking puzzles to be judged similarly) may be used. All tie-breaking puzzles will be similar to the original puzzle with clearly identifiable objects, though the objects may be more difficult and more numerous. Partial credit may be given for partial solutions. Tie-breaker puzzles will be judged on the same basis as the original puzzle. The time limit for solving and mailing back the first set of tie-breaking puzzles (if needed) will be not less than 14 days from the date of mailing to tied contestants, and therefore all tie-breaker puzzles will be mailed on the same day in a local area near tied contestants; for the second set of tie-breaking puzzles (if needed) not less than 7 days; and for the third and fourth sets (if needed) not less than 3 days each. Tied contestants will not be required to make any additional contributions. Should final ties remain after the fourth set of tie-breaking puzzles, each tied contestant will receive the full amount of the prize for which he or she is still tied.
- The contest is open to any resident of the Continental United States except employees of the DAV and its subsidiary units, the DAV Service Foundation, its advertising agency, its service organization, or members of their families. Also excluded is anyone who has won \$500.00 or more in cash or kind awarded in any other contest prior to entering this contest, or any member of his or her family. Every possible precaution will be taken to

enforce this provision. Only one member of an immediate family living at the same address may compete. All entries must bear a permanent home address in the Continental United States to which all contest mail will be sent. Where a contestant changes such permanent home address, the DAV Service Foundation should be notified immediately, but the Foundation can, in no case, assume responsibility for delivery of mail. In view of the uncertain address of members of the Armed Forces on active duty, and the consequent delay in mail delivery, this contest of necessity is not open to them.

- Each contestant will receive an acknowledgment and an entry number upon receipt of his or her solution to the Official Puzzle, which solution must be submitted on an Official Entry Form and must be accompanied by a contribution of \$2.00 or more. At no extra cost, one substitute solution can be submitted on the Official Substitute Solution Form which will be sent to each contestant and which will carry the entry number registered in the contestant's name. In working out and submitting puzzle solutions, contestants must follow the instructions accompanying the puzzle. Neatness does not count, but unsigned or illegible entries, or entries so unclear as to be confusing, will not be considered, and donations accompanying such entries will be returned upon request after judging is completed. Where more than one entry is submitted by an individual his or her highest valid score will be considered only in that group or groups in which that score is entered. That score will serve to compete in any one, two or all three prize groups, depending on the amount donated with that particular entry. An individual may win one prize in each prize group.
- In solving the puzzle, practically any word that fits may be used. A contestant will not receive more points than that claimed nor more than that earned. Therefore, please use care in totalling your score. Remember not to use any hyphenated word or form,

prefix, suffix or combining form, abbreviation or contraction. The final word source authority for this contest will be the Merriam-Webster New International Dictionary, Unabridged, Second Edition, 1948 printing and (with the exceptions noted) any word may be used provided it actually appears in bold-face type anywhere on any page within the A-Z main alphabetical section of the above dictionary. No plural or other inflectional form is acceptable unless it appears in bold-face type. No word that appears only as part of a two or more word phrase or expression (such as "suey" in "chop suey") is admissible.

The DAV Service Foundation will not enter into any individual correspondence concerning the eligibility of any word for use in solving the puzzle. Each contestant however may be required, upon request, to furnish the source of any word used.

- All entries must be sent by mail to:
DAV SERVICE FOUNDATION
\$100,000.00 Puzzle Contest
Washington 6, D. C.

and must be postmarked before midnight, April 30, 1949, and received before 5:00 P. M., May 15, 1949, to be eligible for consideration. The deadline dates for mailing and receipt of substitute solutions are 60 days after these respective dates. The failure of any contestant, after request by the DAV Service Foundation, properly to identify the source of a questioned word, may make said word inadmissible. The DAV Service Foundation will not be responsible for lost or delayed communications or for clerical or mechanical errors and each contestant by the act of sending in an entry agrees to be bound by the rules and instructions and, in any event, with the decision of the DAV Service Foundation and/or its Committee on Awards on any and all matters affecting the contest.

- Any contestant who accepts help of any kind from anyone (same family or household excepted) will be disqualified. Sworn statements to this effect will be required from all winners and every reasonable effort will be made to enforce this rule.

IN CASH PRIZES

3 PRIZE GROUPS — WIN A PRIZE IN EACH GROUP!

GROUP No. 1

1st Prize	\$5,000.00
2nd Prize	\$2,000.00
3rd Prize	\$1,000.00
4th Prize	\$500.00
5th Prize	\$200.00
6th Prize	\$200.00

7th to 10th prizes, each \$100.00.
11th to 20th prizes, each \$40.00.
Next 30 prizes, each \$20.00. 60 additional prizes each \$10.00.

Total \$10,900.00

GROUP No. 2

1st Prize	\$15,000.00
2nd Prize	\$5,000.00
3rd Prize	\$2,500.00
4th Prize	\$1,250.00
5th Prize	\$500.00
6th Prize	\$500.00

7th to 9th prizes, each \$250.00.
10th prize \$200.00. 11th to 20th prizes, each \$100.00. Next 30 prizes, each \$50.00. 60 additional prizes, each \$25.00.

Total \$29,700.00

GROUP No. 3

1st Prize	\$30,000.00
2nd Prize	\$10,000.00
3rd Prize	\$5,000.00
4th Prize	\$2,500.00
5th Prize	\$1,000.00
6th Prize	\$1,000.00

7th to 9th prizes, each \$500.00.
10th prize \$400.00. 11th to 20th prizes, each \$200.00. Next 30 prizes, each \$100.00. 60 additional prizes, each \$50.00.

Total \$59,400.00

GRAND TOTAL OF THIS OFFICIAL PRIZE LIST IS \$100,000.00

FOLLOW THESE INSTRUCTIONS

- Identify the six objects at the top of the puzzle. (The name of each object is a six-letter word.)
- See the table of letter values below the puzzle. Each letter is worth a certain number of points. If you have exactly named the objects you will find that the total value of the 36 letters that spell out the names of the six objects is 743 points. If you don't arrive at 743 points then try again, for the 36 letters must add up to 743 points.
- Now your job is to place those words, correctly spelled, into the shaded letter-paths, each of which has space for six letters. You can place any one of the six words in any one of the shaded paths. Each word must read from top to bottom or left to right.
- You will now note there are 13 empty white squares remaining in the diagram. Now you must insert letters of your own choosing into those 13 white squares and by combining these letters with the interlocking letters you have already filled into the grey squares, spell out 5 extra complete words. Each of these 5 extra words, too, must read from top to bottom or from left to right.
- Of course, it is easy to fill in 13 extra letters which in combination with the letters in the grey squares will spell out 5 extra different words, but remember your job is to use 13 letters that will give you a high score when the value of those extra letters (as shown in the table of letter values) is added to the 743 points you will have already earned if you identified the pictured objects correctly.

SEE SAMPLE PUZZLE BELOW And Read How We Solved It!

DIAGRAM No. 1

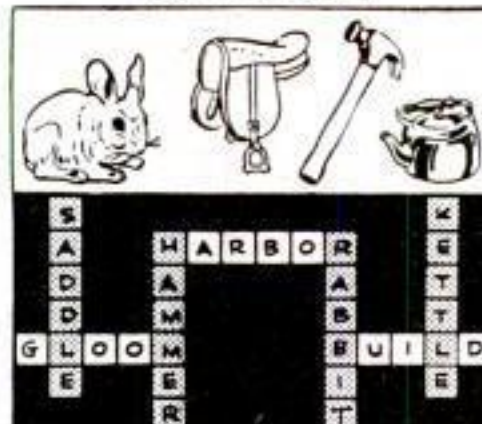


DIAGRAM No. 2



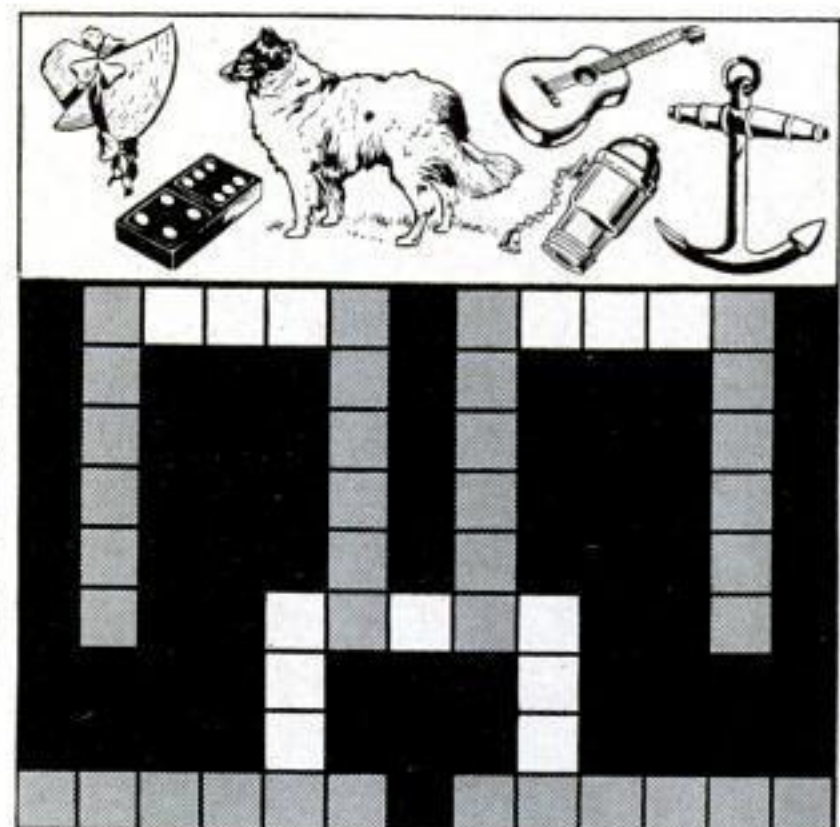
We show here how to go about solving a DAVogram, and how to work out alternate answers to get higher scores.

First we identified the objects pictured: RABBIT... SADDLE... HAMMER... KETTLE — and then we added up the value of all the letters in the names of these four objects (using the table of letter values given for the Official Puzzle) and found the total was 467 points. Next, we filled in these four names in the four shaded paths and then added 10 extra letters which gave us 3 extra words: GLOOM... HARBOR... BUILD. These 10 extra letters which we had filled into the white squares had a total value of 181 points, thus giving us a total score of 648 points when added to the letters we had filled into the shaded squares.

Then we tried again, and with some thought we changed our 10 extra letters and got three different extra words, as you can see in Diagram No. 2. We changed GLOOM to CLAIM, HARBOR to HORROR and BUILD to BUGLE. We thus attained a total of 210 points for the 10 extra letters we filled into the white spaces, giving ourselves a total score of 677. Of course these are only two possible solutions and perhaps we might have done even better by shuffling the four identified names around into different shaded letter paths. Now, if you get the idea, why not try your hand at the Official Puzzle.

SOLVE THIS DAVogram PUZZLE

OFFICIAL PUZZLE & ENTRY FORM



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TABLE OF LETTER VALUES

A-16	F-19	K-32	P-28	U-9
B-20	G-33	L-26	Q-22	V-31
C-25	H-30	M-10	R-34	W-27
D-12	I-24	N-29	S-23	X-21
E-13	J-14	O-11	T-18	Y-15
				Z-17

My Score is

POINTS

It is important that you be careful in adding your score. Mistakes may cause you to lose out. Enter right away for you may improve your score by sending substitute solution later free of extra cost. YOU MUST SEND IN THE COMPLETE PUZZLE. DO NOT DETACH FROM THIS ENTRY. MAIL TODAY!

To the DAV SERVICE FOUNDATION
\$100,000.00 Puzzle Contest
Dept. 312
Washington 6, D. C.

To Be Eligible For
Buick Convertible
Enter By Midnight
Feb. 28, 1949

I enclose herewith \$_____ contribution to the DAV Service Foundation. Enter me in your contest. I have filled in the diagram above and at left above have also filled in the score achieved by me in solving the Official Puzzle. [Please check prize group or groups you are entering.]

- ☐ Enter me in Prize Group No. 1.
First Prize \$5,000.00.
I enclose a contribution of \$2.
- ☐ Enter me in Prize Group No. 2.
First Prize \$15,000.00.
I enclose a contribution of \$5.
- ☐ Enter me in Prize Group No. 3.
First Prize \$30,000.00.
I enclose a contribution of \$10.

Note: Donations should be made payable to the DAV Service Foundation. Please send check, money order or postal note only. Do NOT send cash.

NOTE: You may enter any one, two or all three prize groups depending on the amount donated. The following shows how a contestant can qualify for the various prize groups.

Group No. 1 (\$5,000.00 First Prize) \$2 contributed
Group No. 2 (\$15,000.00 First Prize) \$5 contributed
Group No. 3 (\$30,000.00 First Prize) \$10 contributed
Group No. 1 and 2 (\$20,000.00 combined first prizes) \$7 contributed
Group No. 1 and 3 (\$35,000.00 combined first prizes) \$12 contributed
Group No. 2 and 3 (\$45,000.00 combined first prizes) \$15 contributed
Group No. 1, 2 and 3 (\$50,000.00 combined first prizes) \$17 contributed

It is understood you are to send me an Official Receipt for my entry and donation and an Official Substitute Solution Form on which I may submit (free of cost) a better score for the puzzle if I find I can improve my score any time prior to the final closing date for substitute solutions. (See Rule 8.) I have read the rules of the contest and agree to abide by them.

SIGNED

NAME

PLEASE PRINT PLAINLY

ADDRESS

CITY

ZONE NO. IF YOU KNOW IT

STATE

If you have previously entered this 1949 DAV \$100,000.00 Puzzle Contest, DO NOT USE THIS FORM for submitting a substitute answer. Please be patient until you receive your Official Substitute Solution Form with your Official Entry Number (allow 2 to 3 weeks depending on distance from Washington, D. C.). Additional copies of this Official Puzzle and Entry Forms will be sent free on request when accompanied by self-addressed stamped envelope. (Address Dept. 500)

FULL LIST OF WINNERS WILL BE SENT TO ALL CONTESTANTS AFTER FINAL JUDGING

LOOKING
for SOMETHING
?



To find the services
you need use the
YELLOW PAGES
OF YOUR TELEPHONE DIRECTORY



IN ITALY the crated *David* is ceremoniously lowered at Naples into the hold of U.S.S. *Grand Canyon*. At the right U.S. and Italian dignitaries shake hands.



IN U.S., Navy truck carries statue from Norfolk to National Gallery (right) in capital. Commander Keith Merrill (center) had charge of entire operation.



CAREFULLY CRATED by Italians, *David* arrived without single scratch. The areas where wood could have marred the stone were padded with excelsior.

Year in and year out
you'll do well with the
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—all forms of fire,
marine and casualty
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See your Hartford agent
or insurance broker

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**HARTFORD ACCIDENT
AND INDEMNITY COMPANY**

**HARTFORD LIVE STOCK
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Remember!
**IT TAKES 4 PINTS
OF CREAM TO MAKE
ONE POUND OF
BUTTER**

AMERICAN DAIRY ASSOCIATION
Chicago 6, Illinois

flower-fresh ...
just wonderful!
for golden-cruised
donuts at their best



always
pick

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FRESH
DONUTS

MADE BY BETTER BAKERS / SOLD BY BETTER GROCERS
Enjoy them at Mayflower Shops, coast-to-coast



IGHT FOR SURE EYES

It's a fact...men with a high "Eye-Q" are always on the lookout for Seagram's 7 Crown.
A good way to be SURE of pre-war quality at its magnificent best.

Say Seagram's and be Sure...of Pre-War Quality

SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK



Beau *Gesture*

Accent the romantic note this Valentine's Day—give him Beau Knot Tie Klip and Cuff Links.

Deftly designed by SWANK, with a casual correctness that's certain to win his approval, and his heart.

The links have the exclusive Elbo* bend which assures perfect alignment of the cuffs.

Klip: \$2.50. Links: \$2.50. The Set: \$5.00.

Valentine's Day—February 14th

Prices subject to Federal Tax

Men prefer
SWANK

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Always look for the name SWANK on all our products

*Patented



THE WARM RAYS OF THE CALIFORNIA SUN STREAM DOWN ON CHARLES LAUGHTON AS HE TAKES A MIDDAY SNOOZE IN THE GARDEN OF HIS HOUSE AT PALOS VERDES

Life Visits the Laughtons

Two famous English actors give Hollywood a lesson in the lost art of civilized and unpretentious living

In the enervating air of Hollywood leisure activities tend to be spectacular and conventional and a little dull, like the movies themselves. At least one happy exception is provided by the famous character actor Charles Laughton (Henry VIII, Captain Bligh, Ruggles of Red Gap) and his wife Elsa Lancaster, who have saved enough energy from their film careers to live an uninhibited and civilized life outside the studios. When they are working on a film they live in a large well-staffed home in Pacific Palisades which maintains their Hollywood standing and houses their impressive art collection. Between pictures and on weekends off they go to a three-room servantless cottage at nearby Palos Verdes. There they relax, slop around, garden, care for fruit trees, keep bees (though Laughton fears them), clown for visiting friends and frolic in the sun. Wherever they are they work off the creative energy untapped by the parts Hollywood generally gives them to play. Elsa, who started her stage career almost 30 years ago as a singer, appears every night as a *disease* at the Turnabout Theater, an intimate little place where the audience turns over its seats (they are discards from the Pacific

Electric Company streetcars) as the puppet show stops playing at one end of the theater and the music-hall revue starts playing at the other. For seven years Elsa has had top billing on the Turnabout show, singing witty ballads. For this six-night-a-week, 11-month-a-year stint she receives no salary.

Laughton devotes three nights every week to his Shakespearean acting class, composed of about 20 promising young men and women. There are some well-known names among them: Shelley Winters, Robert Ryan, Jane Wyatt. He hopes to produce one of Shakespeare's plays with them some day. In the meantime he coaches them with gusto and they consider him the finest Shakespearean actor and teacher in the world. Often Laughton will turn up in some church or synagogue where, though he is an agnostic, he is eagerly welcomed for his readings from the Bible. He began these readings during the war when he was entertaining wounded soldiers in a hospital, and they proved so popular that they have been in continuous demand ever since. Said an old gentleman sitting in a pew at North Glendale Methodist Church during a particularly dramatic reading, "It's like seeing the Bible in Technicolor."



VEILED BEE HATS and gloves protect the Laughtons as they go out for a cautious look at their busy hives.



IMITATING A "FRENCH REFUGEE," Elsa smirks, simpers, throws out her hips and talks gibberish for the benefit of an appreciative group of guests, including three

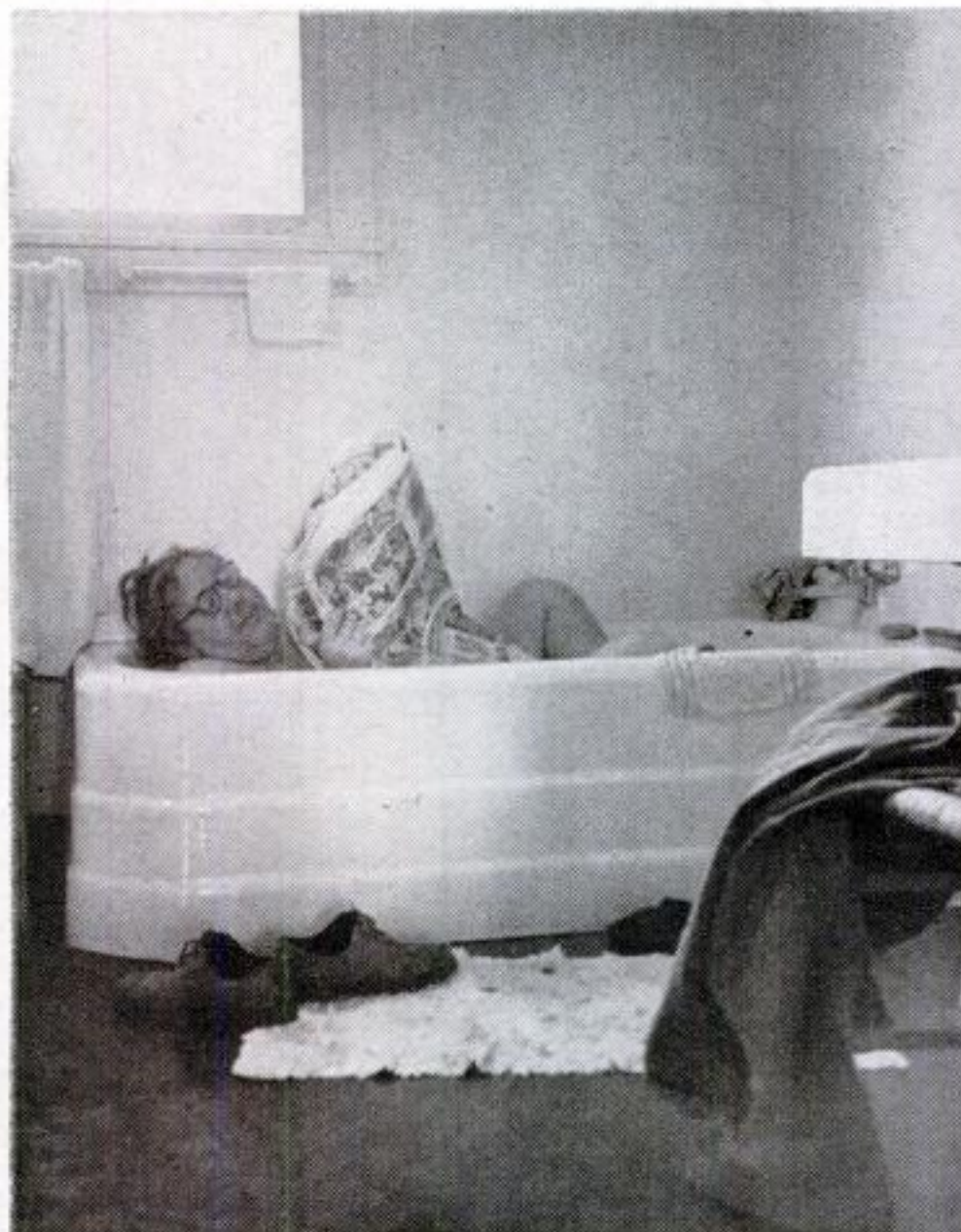
young men who are in the group that studies acting with Laughton in his Shakespeare class. Laughton uses the hose both to water the plants in his garden and to douse his wife.



SUNDAY LUNCH AT PALOS VERDES IS COOKED AND SERVED BY ELSA. STUBBLE ON CHARLES'S FACE WAS DEMANDED BY HIS PART IN A MOVIE CALLED "THE BRIBE"



LAUGHTON TRIES OUT TRACTOR in his orchard of orange, lemon, avocado, plum, peach and apple trees.

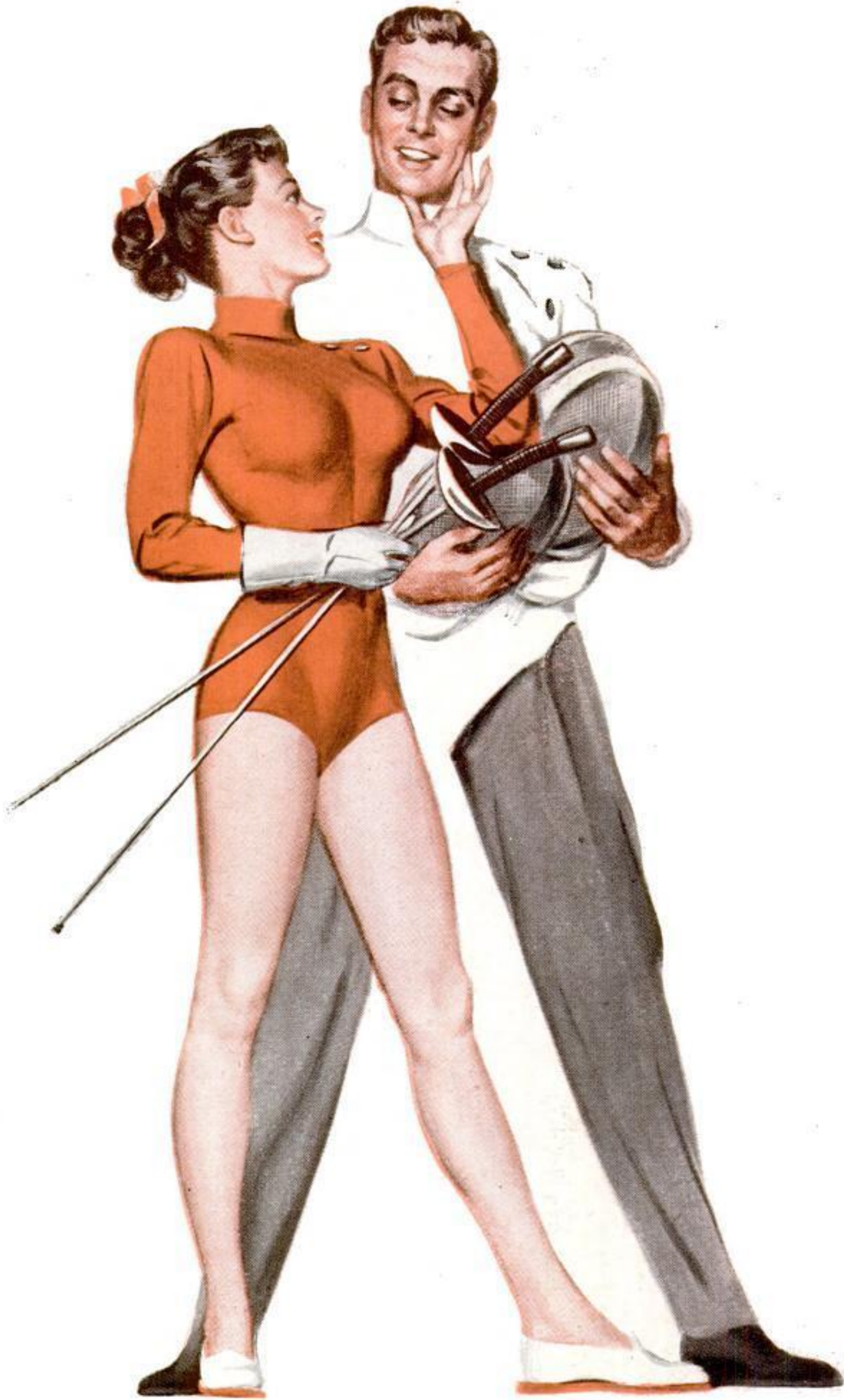


LAUGHTON BATHES after his exertions and reads the funny papers. His favorites are *Dick Tracy* and *Li'l Abner*.



LAUGHTON RELAXES with a drink under a Renoir and reads a "juicy passage" from *The Arabian Nights*.

FOR BEST RESULTS:
shave with **Barbasol**



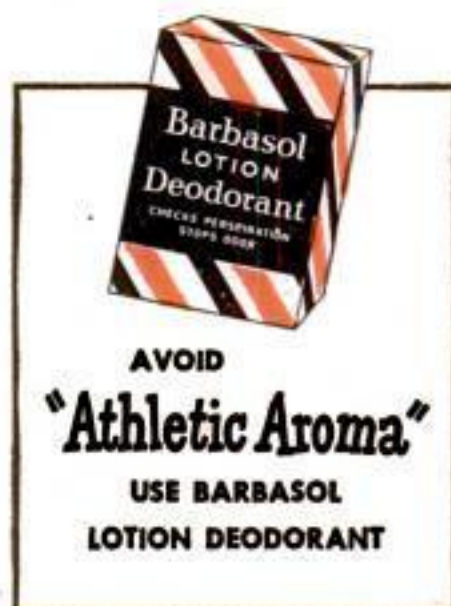
**"You have me off guard
... with that Barbasol face"**

For *active* men—it's Barbasol! Barbasol is brushless—saves time and trouble. And its special ingredients wilt whiskers *fast* for quick, close *comfortable* shaves. At the same

time, Barbasol never removes natural skin-oils, as soapy lathers do. So your face stays smooth and pliable. Barbasol is *especially* great on chapped or windburned skin. Try it!



Use it also for soothing relief of windburn, chapping, chafing, itching



Laughtons CONTINUED

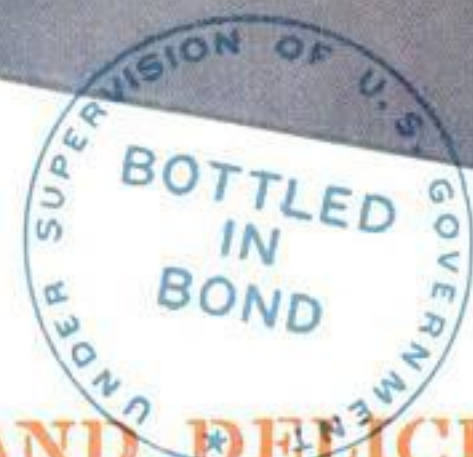


METRONOME TICKS as Laughton works on until late at night in his dining room, checking on his rhythm as he rehearses a passage from Shakespeare.

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